AUGUST 14, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmag[illegible] of Radio

Broadcast Advertis[illegible]

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DETROIT

The Stations Doing Things in na-

THE PICTURES

Twelve thousand people attended the KTUC-sponsored launching of a miniature cruiser Tucson on the Fourth of July. Because of wartime restrictions, actual launching of the Navy's "Tucson" cannot be broadcast. So KTUC built a 25-foot model, had it launched by the same woman who will send the real "Tucson" down the ways in San Francisco.

Eighteen thousand people bought $300,000 worth of Series E War Bonds as their price of admission to see the Fourth of July fireworks celebration put on by KOY in Encanto Park in Phoenix. The program also featured the WAC induction of Arizona's 500th recruit, music by the U. S. Army Band from Luke Field.

WHENEVER there is anything big going on in Arizona, the Arizona Network is in on it. Sometimes it's a special event pick-up, sometimes a civic enterprise originated and sponsored by one of the stations, like the events pictured here. These are the things that make listeners know a station . . . and *like* it. Because Arizona Network stations (KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell) cater to local interests, they have a loyal and responsive audience. Such listener loyalty predicates advertising results.

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN
Bisbee-Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

KOY PHOENIX
550 KILOCYCLES
Al Johnson, Manager

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

Just Arrived..

A NEW

WKY Baby

Announcing

A NEW SERVICE . . . BORN
TO HELP OKLAHOMA
FARMERS AND CATTLEMEN

WKY Farm Reporter

Directed by Edd Lemons

LAST week, on August 9, WKY's new "Farm Reporter" program made its bow on the air. This six-a-week midday program dedicated to the advancement of farming and stock raising in Oklahoma is being directed by one of the Southwest's best known farm leaders, Edd Lemons.

WKY has always been conscious of its large farm audience in its programming. So much so, in fact, that WKY is and has been the predominant favorite with the majority of Oklahoma farm listeners.

Full-Time Farm Service Director

WKY's farm service programs in the past would add up to an impressive number of hours. For years, WKY's daily farm market reports have been indispensable. Many programs, early morning as well as at other times of the day, both sustaining and sponsored, have been especially slanted at farm folk. WKY has for years cooperated with the State Department of Argiculture in presenting a weekly farm program.

With the organization of its new farm service department under the full-time direction of Edd Lemons, WKY's farm service will be coordinated and increased to provide maximum benefits to Oklahoma farmers and stockmen.

Elaborate Plans Set

WKY's new farm service department is being geared to render a service without peer or parallel both in scope and practical usefulness. The daily quarter-hour broadcasts will be supplemented with a midday half-hour each Saturday at which time the program will originate, via mobile unit, from a farm, field demonstration, school or other meeting place.

WKY has the largest farm audience in Oklahoma today. It will hold an even stronger position tomorrow.

Director Is Recogniz Agricultural Leader

EDD LEMONS, director WKY's new farm service partment, was executive s retary of the Future Farme of America organization Oklahoma and is one of t best-known men in agric tural circles in the state. has taught agriculture, edi farm news for a state ne paper, and directed a fa radio council program o an Oklahoma radio stat for four years.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman and Times
The Sunday Oklahoman • WKY Radio Network • WKY-TV • KLPR Oklahoma City

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TECHNOLOGY DEPT.

ANNOUNCEMENT

☆

KECA

LOS ANGELES

—newest member of the Blue's family of owned and operated stations, is now represented nationally by

Blue Spot Sales

In making this announcement, we wish to extend a word of sincere appreciation to Free & Peters, Inc., for their full and friendly cooperation in transferring representation of KECA to Blue Spot Sales.

Blue Spot Sales is happy indeed to include KECA, serving the largest and richest market of the Pacific Coast, in its list of represented stations.

Blue Spot Sales

NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH • SAN FRANCISCO

REPRESENTING:

WJZ *New York*, **WENR** *Chicago*, **KGO** *San Francisco*,
KECA *Los Angeles*, **WMAL** *Washington*,
and the Pacific Blue Network.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

in *HIGH FIDELITY* recording equipment

RCA produces the finest and most complete line of de luxe recording equipment. Included are units or assemblies for every need... complete "packaged" equipment for field use, a high-quality recording attachment for mounting on standard RCA turntables, and a de luxe recording "lathe" for professional-type installations.

All three are outstanding in several respects: first, they are built to provide quality and durability rather than to meet a price; second, they are designed specifically for the unique requirements of broadcast use; and, third, they are the result of many years of experience in designing and building earlier models.

And remember...as the units shown here were better than preceding models, so will new designs be even better! Reserve your postwar recorders *now*. For information, write to Broadcast Equipment Section, RCA, Camden, N. J. regarding the Broadcast Equipment Priority Plan.

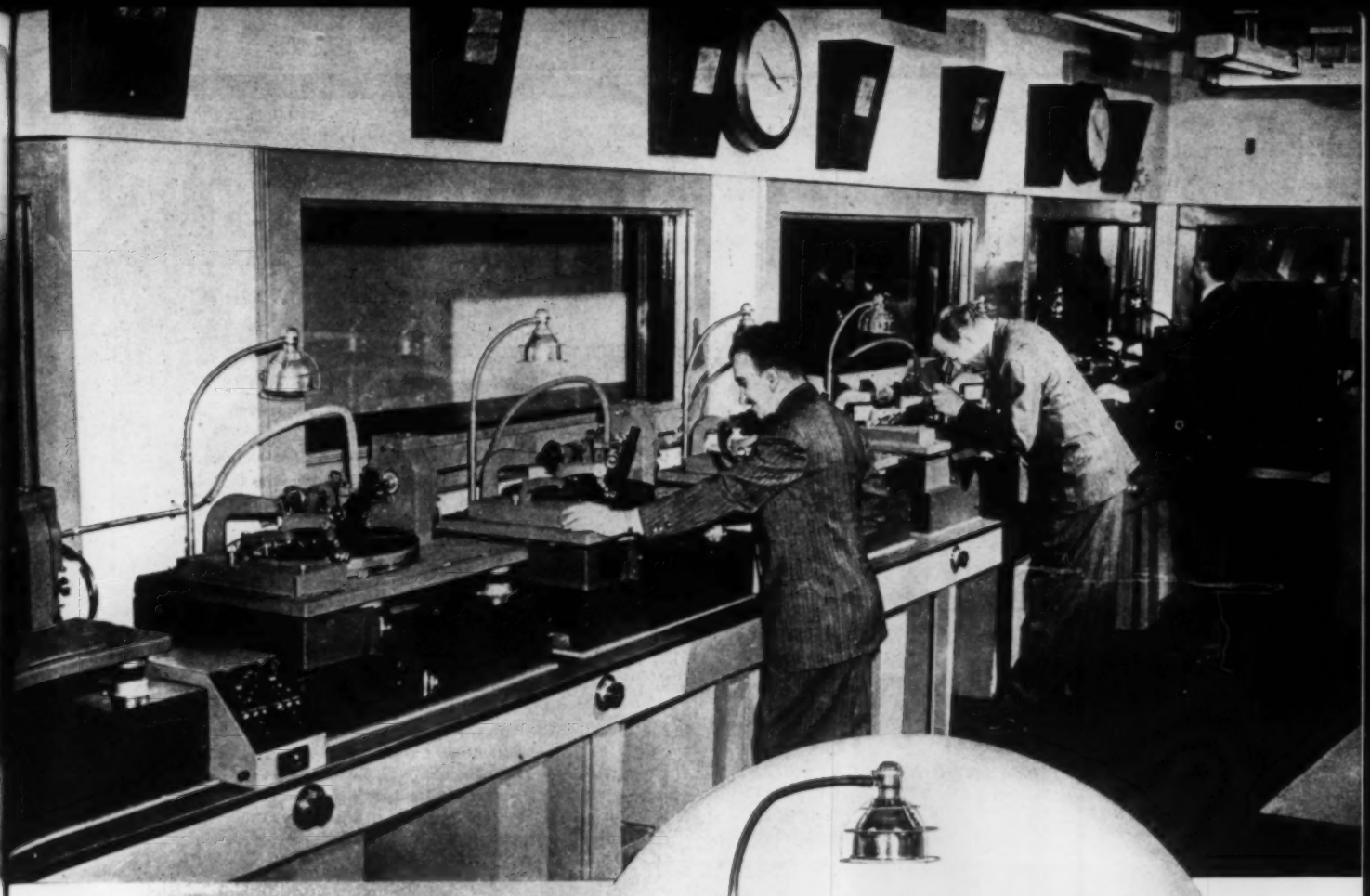
Buy More War Bonds!

Portable recording equipment. **Model OR-1, economical in price, for good recordings in the studio or field. A complete recording channel consisting of a rim-drive turntable with standard recording and reproducing arms, an amplifier chain and a loudspeaker unit.**

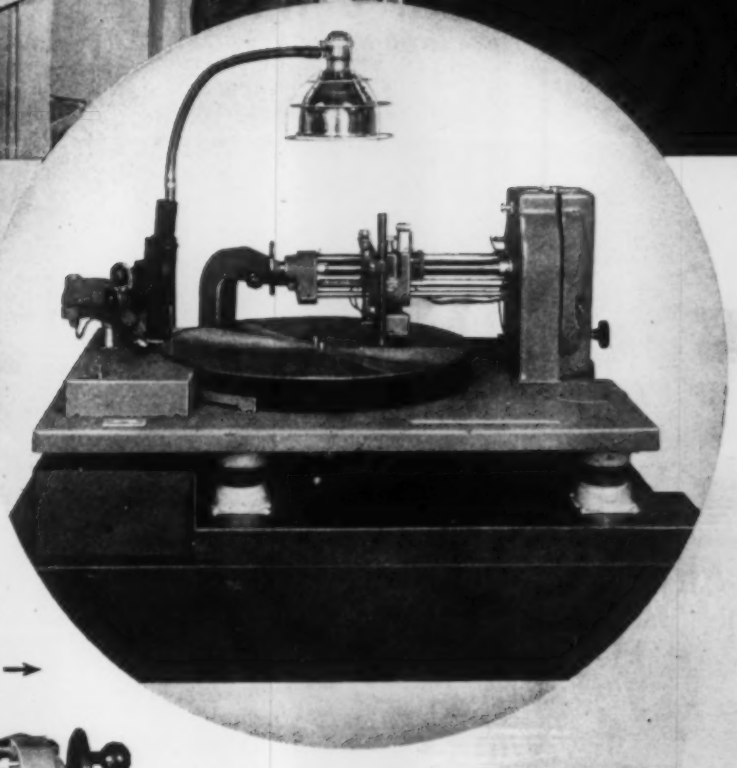
RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

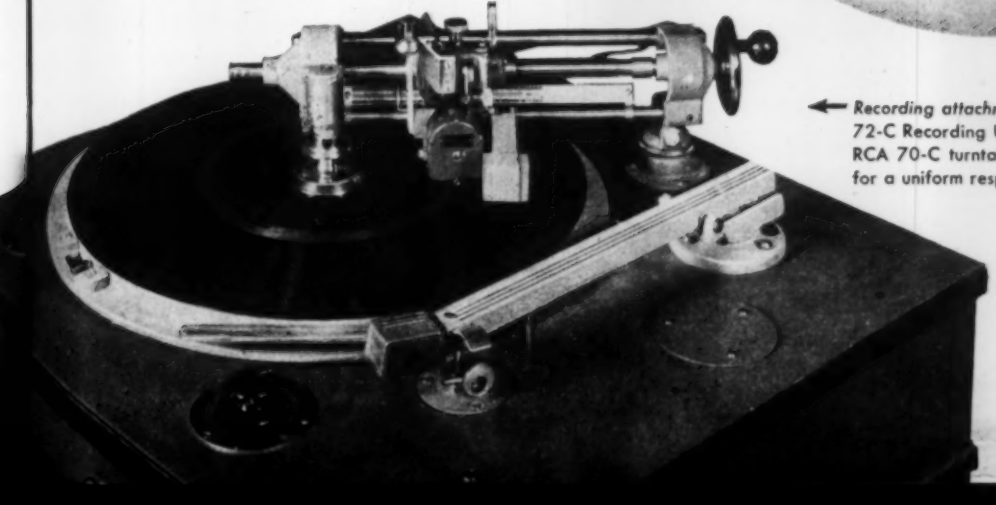
RCA



Pictured here is the recording lathe bank at OWI Headquarters, New York City. These RCA recorders are used in making transcriptions of OWI news and entertainment programs for overseas broadcasting.



Close-up view of the RCA recording model employed at OWI Headquarters. A professional-type unit, the 73-AX Recorder provides highest-quality, instantaneous recordings for broadcasting purposes. 30 to 10,000 cycle frequency response. Records at 33⅓ or 78 r.p.m., outside-in or inside-out at 96, 112, 120, 136 or 154 lines per inch. Speed and groove adjustments at the turn of a knob. →



← *Recording attachment for turntable mounting.* The Model 72-C Recording Unit for control room use with standard RCA 70-C turntable equipment. Cutting head provides for a uniform response from 60 to 6000 cycles.

XUM

WWL Advt.
Feb. 1, 1941

Today—

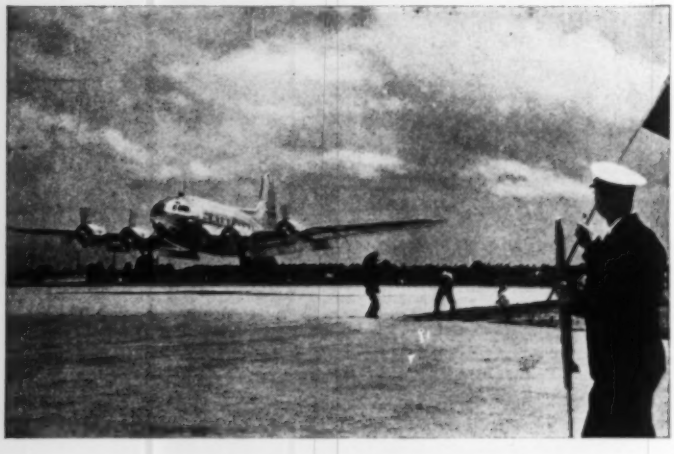
When You Think of

NEW ORLEANS

. . . You Think of

PAN AMERICAN CLIPPER

FLYING IN FROM LATIN AMERICA



. . . AND

WWL

NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices, WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

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REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

Hearts throb *in* West Virginia

when *our own* FOREIGN WAR CORRESPONDENT *goes on the air*

In cities, villages and hamlets, hearts throb as avid listeners dial to hear the voices of their service men from West Virginia. Parents, eager for the sound of the voices of their sons . . . wives, anxiously awaiting news of young husbands . . . one and all, West Virginians are united in their burning desire to hear what their men in the European Theatre of War have to say.

ANOTHER FIRST

The W. Va. Network was the first independent radio organization in the United States to have its own correspondent accredited to the European Theatre of War.

The West Virginia Network is proud to present such a public service . . . proud that our managing director, Howard L. Chernoff, is on the spot, in England and in France, to send back to homefronters words of cheer and comfort about their loved ones.

As Foreign War Correspondent for the West Virginia Network, Chernoff's only assignment is to send folks back home intimate firsthand news of West Virginia boys. He covers the personal stories . . . news so dear to the hearts of anxious relatives and friends.

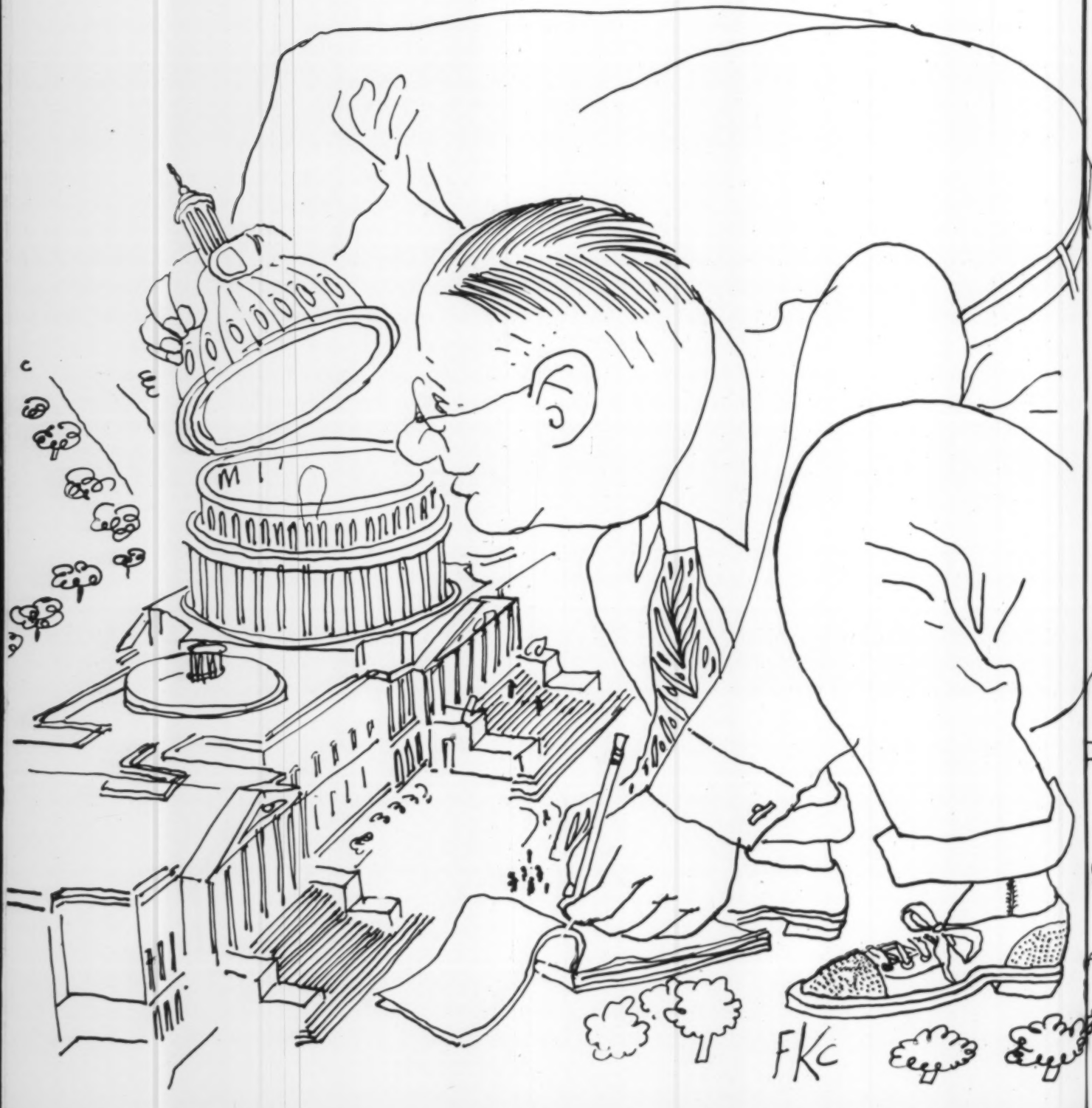
By trans-Atlantic broadcasts, by recorded interviews, and by cablegrams, Chernoff bridges the distance of war between service men and their folks at home. Small wonder it is, that such public service is on the lips of thousands of listeners throughout West Virginia.

The West Virginia Network

JOHN A. KENNEDY, President
(On leave, U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

Mahoney and Washington



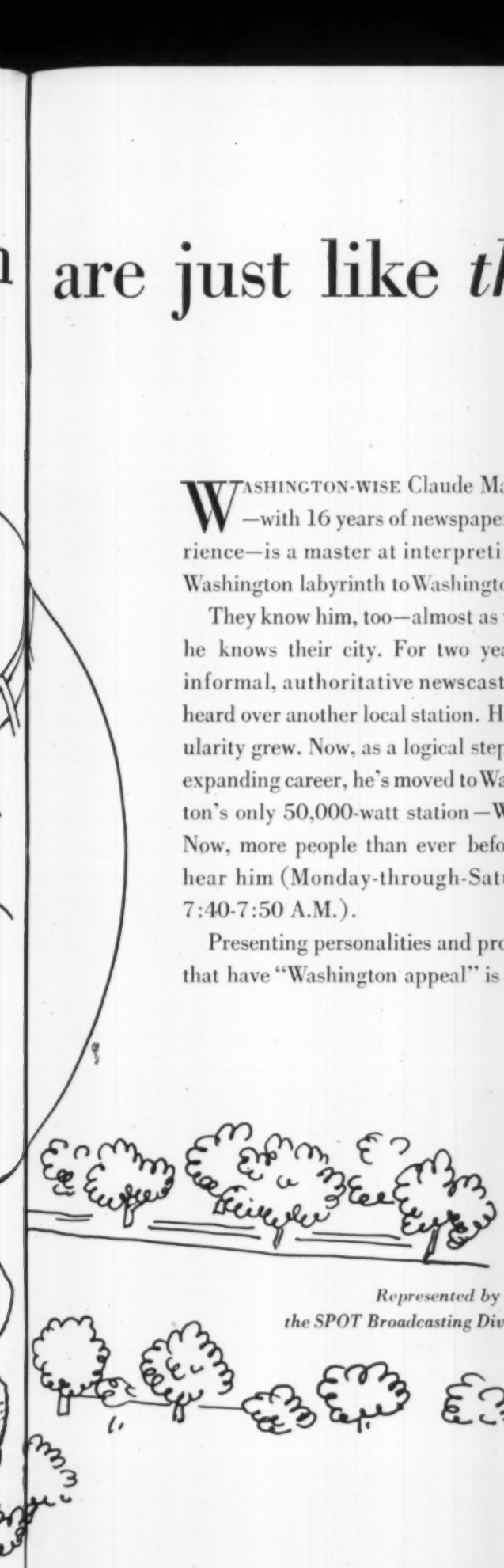
are just like *that!*

WASHINGTON-WISE Claude Mahoney —with 16 years of newspaper experience—is a master at interpreting the Washington labyrinth to Washingtonians.

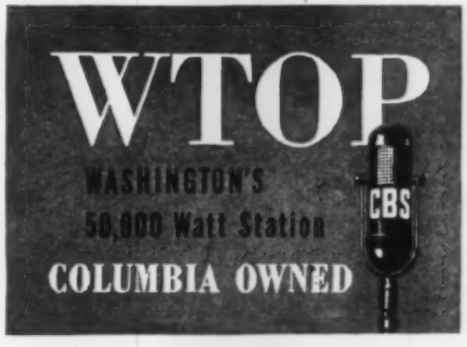
They know him, too—almost as well as he knows their city. For two years his informal, authoritative newscasts were heard over another local station. His popularity grew. Now, as a logical step in his expanding career, he's moved to Washington's only 50,000-watt station—WTOP. Now, more people than ever before can hear him (Monday-through-Saturday, 7:40-7:50 A.M.).

Presenting personalities and programs that have "Washington appeal" is one of the things WTOP does best. In news Claude Mahoney is just what WTOP's *Janice Grey* is in the field of radio serial drama . . . what WTOP's government-endorsed *Battle of the Bureaus* is among quiz programs. They're top *localized* versions of proven program ideas: the best in radio with brilliant local color for Washington audiences.

Claude Mahoney has just started his new series on WTOP. The sponsor who teams up with him now has a chance to ride the same skyrocket to success with this popular newsman. More information? You can get it for the asking from us or Radio Sales.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS



"ME, TOO—I'M HER SPONSOR!"

Anybody with the necessary dough can buy top-notch radio talent and can set about to entertain the great American public. But unless the same showmanship is put into the *commercials*—well, you know the answer!

Sonovox is a proven means of making commercials as memorable—often as *entertaining*—as the highest-priced stars and gag-writers can make your program itself. Sonovox boosts Sponsor Identification as much as eleven to seventeen points—as much as 111.8%, in one famous network show—and at a cost so low as to be almost negligible in the average radio budget!

Those figures above, by the way, are not "blue sky". They're from regular Hooper Sponsor Identification Ratings. We'd enjoy an opportunity to show them to any large radio advertiser who is in the mood to *do something* about making his radio more effective.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and *Wm. Esty & Co., Inc.*

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

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Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

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Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

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BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 7 WASHINGTON, D. C., AUGUST 14, 1944 $5.00 A YEAR—15c A COPY

Planners Omit International Shortwave

Broader Spectrum For FM, Video Suggested

A POSTWAR broadcast allocations plan which would provide substantially increased spectrum space for both FM and television, with flexibility the guidepost, but which makes no provision whatever for international shortwave broadcasting, was presented to a joint Government-industry conference last Friday, held under State Dept. auspices, to prepare for international communications reallocation conferences to begin as soon as war conditions permit.

At the opening session, attended by some 300 Government officials and representatives of all branches of radio and communications, draft proposals for the impending war conferences were submitted. Attention centered, however, upon the proposal of the Interdepartment Radio Advisory Committee, made up of Government radio officials, outlining a proposed allocation covering all communications services and utilizing the ultra-high frequency ranges which prior to the war were largely in the experimental category.

Committees Begin Studies

Spokesmen for television and FM services did not openly protest the suggested allocations at the initial session Friday. But the absence of provision for direct international broadcast service following the war drew vehement criticism of executives of World Wide Broadcasting Foundation, Boston.

Following the morning session, the conference was divided into three committees, to analyze the proposed revisions to the 1932 Madrid Telecommunications Convention and the 1938 Cairo radio regulations. It was expected that arguments for increased spectrum space for the various services would be projected at these committee sessions, in the hope of completing a revised allocation by December at the latest. Work of the Radio Technical Planning Board in connection with postwar allocations also will figure in the committee deliberations.

The three committees, which will carry on the exploratory work and draw up recommendations, are (1) to analyze proposed revisions of the international conferences, headed by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept. (2) on frequency allocations (technical), headed by Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, and chairman of the Technical Postwar Communications Subcommittee of the State Dept. and (3) operational matters, headed by Capt. E. M. Webster, chief of Coast Guard communications. Committee memberships were voluntary, with industry and Government participants in the general session authorized to select their own.

Criticisms Asked

At the opening session Friday, only a half-dozen of the participants spoke on the proposals. Francis Colt deWolf, chief of the State Dept's. Telecommunications Division, opened the meeting and turned the gavel over to Dr. Dellinger, as committee chairman. It was emphasized that the proposals submitted were not definitive and that the Department not only welcomed but urged comments and criticisms. Dr. Dellinger also pointed to the desirability of speed, setting Dec. 1 as a deadline for a "fully considered setup of proposals for the State Department", but pointed out that there are some misgivings that even that date may be too late because of war developments.

Commenting on the IRAC allocations proposals were William B. Lodge, acting engineering director of CBS, who generally favored them; Walter S. Lemmon, president of the World Wide Broadcasting Foundation, and E. K. Cohan, engineering director, both of whom vigorously condemned the absence of provisions for international broadcasting; Capt. Donald S. Leonard, representing the International Assn. of Police Chiefs, who lamented inadequate provision for facilities for police departments; Maj. Gen. J. O. Mauborgne, retired, former Chief Signal Officer, who admonished the participants to agree on a viewpoint as quickly as possible, drawing on his experience in past international sessions; Maj. E. H. Armstrong, FM inventor, who urged that the proposed allocations be left sufficiently flexible to accommodate new developments because it is impossible to predict five years ahead; and C. B. Aggers, of the Westinghouse International Co., who urged consideration of spurious interferances with communications from industrial devices such as diathermy instruments.

The IRAC report suggested an allocation for broadcasting which would assign about 61% of the radio spectrum between 42 and 1000 mc exclusively to broadcast services including FM and television as well as relays for the services.

Standards Left Open

The proposed television allocation would provide nine 6 mc channels between 54 and 108 mc and three 12 mc or six 6 mc channels between 158 and 218 mc. The space between 158 and 170 mc would be shared between urban television relay operations and rural Government mobile services. The plan also suggests thirty 16 mc channels between 460 and 956 mc with one additional 16 mc channel between 508 and 524 mc to be allocated for television when no longer required for navigational aid.

In summary, the IRAC plan proposes a total of fifteen 6 mc channels below 300 mc as against the present allocation of 18 such channels. Then it provides for ultimate use of thirty-one 16 mc channels

(*Continued on page 66*)

WLB Scores AFM Defiance of Order

Petrillo Is Summoned To Show-Cause Hearing

CRACKING down on James C. Petrillo, president of the American Federation of Musicians, for defiance of two War Labor Board directives, the Board last week denounced the strike of musicians at the Minneapolis studios of KSTP and called the AFM leader to appear next Thursday at a show-cause hearing to explain his refusal to return to work for the Victor and Columbia recording companies.

The Board took the union to task at a brief show-cause hearing Wednesday at which William H. Davis, chairman, told Joseph A. Padway, AFM counsel, that the action of the musicians in renewing their strike after they had previously called off the strike in compliance with a WLB order was "incredible" to him and was in violation of the orderly procedures set up by the Government for handling labor disputes.

Petrillo Called

Mr. Padway was given until 4 p.m. last Thursday to notify the Board whether Mr. Petrillo would call off the strike. After communicating with the AFM leader he reported that he had been instructed to say that the responsibility for the situation rested with Stanley Hubbard, KSTP president, and that Mr. Petrillo could not order the musicians back to work until Mr. Hubbard agreed to the Minneapolis rates of pay.

It was learned the Board is preparing action to enforce compliance.

Indication that the Board would countenance no further defiance of its order to terminate the recording strike was seen in the parallel action in calling Mr. Petrillo to a show-cause hearing this week. It is understood that this proceeding is being instituted to give the union leader his last opportunity to comply voluntarily, efforts to negotiate compliance since the Board issued its directive on June 15 having failed.

May Go to White House

It was expected that a further refusal by Mr. Petrillo to resume recording operations will result in the Board referring the case to the White House. Mr. Petrillo has asserted on several occasions that he would not order the musicians back to work unless he is requested to do so by the President.

The Board's telegram on the show-cause hearing summoned the

(*Continued on page 62*)

168 Low-Power Transmitters Available, Says Creutz, WPB

Blue Net Places Tentative Order for Three; Critical Parts Are Needed to Convert

AVAILABILITY of 168 low-power transmitters, built to Government specification for the Signal Corps and which can be adapted for 250-w use, was disclosed last week by John Cruetz, chief of the WPB's Radio & Radar Division.

WPB, Mr. Creutz said, has granted permission to Transmitter Equipment Mfg. Co., of New York, to sell, without priority, 168 of the several hundred low-output transmitters it has on hand. Mr. Creutz said the New York company would sell the transmitters to any buyer, under the release granted by WPB. He pointed out, however, that the buyer should be mindful of the fact that critical parts are essential to convert the Signal Corps transmitters to meet FCC specifications for standard broadcast stations.

Sales Arranged

Engineers of the Blue Network said they had placed a "tentative order" with TEMCO for three transmitters. The transmitters are not intended for use by any existing or proposed Blue station, a Blue engineering department spokesman said, explaining that one will be left in its present state as a communications transmitter to be used for communications work. Regarding the other two, he said that the Blue engineering staff is often called on to do consulting work and that the other two transmitters have been ordered in connection with that activity. In addition, Robert Kaufman, Washington radio consultant and former station executive, has negotiated with the New York company for acquisition of a number of the units. It is understood he has procured equipment necessary to convert about a score of the transmitters. Mr. Kaufman, who formerly was with the Radio & Radar Division, said a price of $1,350 each has been placed on the transmitters in their present form. Mr. Kaufman gets another $800 for supplying a kit of material needed for conversion and about $350 worth of engineering labor will be needed, bringing total cost of each transmitter up to about $2,500 after conversion.

Morton Kahn, head of Transmitter Co., said parts needed for conversion include transformers to increase the audio range, No. 805 tubes and crystal ovens, which are on the critical material lists. Other parts are readily procurable, he declared.

Of the total number of transmitters, some 280 were built to Signal Corps specifications and were declared surplus as a result of a Signal Corps cancellation order. They are multi-frequency shortwave models and are either phone or continuous wave types. Mr. Kahn said they can be converted into 250-w transmitters, as against present 200-w use.

The conversion must meet the "Standards of Good Engineering Practice" of the FCC. Mr. Kahn said he planned to convert one unit and make measurements necessary to secure data that users will need in filing applications with the FCC, but each user will file his own application. TEMCO will not convert for purchasers as its manpower is too busy with war work. Mr. Kahn said he would dispose of the others on an "as is" basis, so the purchasers could do their own conversion. He thought the bulk of the transmitters would be sold to broadcasters.

Brown Shoes on NBC

BROWN SHOE CO., St. Louis, will sponsor Smilin Ed McConnell and his *Buster Brown Gang*, for Buster Brown shoes on NBC Saturday mornings beginning Sept. 2. Agency is Leo Burnett Co., Chicago.

GILLETTE TO AIR '44 WORLD SERIES

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the 1944 World Series, to be broadcast exclusively on MBS for the sixth consecutive year. Contracts were signed last Thursday by J. P. Spang Jr., Gillette president; Miller McClintock, president of Mutual, and Kenesaw M. Landis, Commissioner of Baseball.

Dates and times of the games will be decided next month, after the pennant winners have been determined. Games will be broadcast on more than 250 stations in the United States and Canada, and will also be broadcast in Spanish on stations in Cuba and South America under Gillette sponsorship. Plans are under way for shortwaving to American troops abroad.

Sum paid by Gillette for the broadcast rights to the series was not disclosed, but it is exactly the same as last year, $100,000. Gillette account is handled by Maxon Inc., New York.

Aluminum Co. Resumes

ALUMINUM CO. of America, Pittsburgh, on Sept. 17 resumes *Lighted Windows* on the full Blue network, Sundays, 3:30-4 p.m. The half-hour dramatic program which will feature Ethel Barrymore, went off the air for the summer on May 27. Format of the program will be the same as before. Agency handling the account is Fuller & Smith & Ross, New York.

Luft Co. on MBS

GEORGE W. LUFT CO., Long Island City, N. Y., on Aug. 24 will sponsor a half-hour musical variety program on MBS featuring Sammy Kaye. Program title and complete format of the show have not yet been decided. Tangee cosmetics will be promoted on 171 MBS stations, Sundays, 1:30-1:55 p.m. Agency handling the account is Warwick & Legler, New York.

New Hallmark Agency

HALLMARK GREETING CARD Co., Chicago, effective Oct. 6 has appointed Foote, Cone & Belding, Chicago, to handle its advertising. Company's advertising formerly was handled by Henri, Hurst & McDonald, Chicago.

Democrats Ready Midwest Campaign

Radio to Get Major Share Of Advertising Budget

PLANS to obtain special farm coverage in the Midwest for broadcasts by Democratic candidates were discussed last week in several meetings between Paul A. Porter, publicity director, Democratic National Committee; J. Leonard Reinsch, DNC Radio Director, and John Hamm, account executive of Biow Co., recently appointed to place all advertising for the Committee [BROADCASTING, Aug. 7].

Mr. Reinsch said that details of the party's radio coverage should be fairly well settled within the near future and he confirmed earlier unofficial reports that the major share of the party budget will be devoted to radio. Republican National committee had already announced that radio would also be its largest item of expense.

Both parties are expected to spend up to the $3,000,000 limit prescribed by the Hatch Act for the campaign and it is probable that this total will be surpassed for each, with broadcasts and other advertising sponsored by local voter's groups and other organizations outside the party committees.

John Morgan Davis Appointed by NAB As General Counsel in Charge of Labor

APPOINTMENT of John Morgan Davis, Philadelphia attorney and vice-president and general counsel of WIBG, as general counsel in charge of labor relations of the NAB was announced last Wednesday by J. Harold Ryan, NAB president. Mr. Davis, who will divide his time between his law practice in Philadelphia and his NAB duties, succeeds Lt. (j.g.) Joseph L. Miller as labor relations director. Mr. Miller resigned last December to accept a Naval commission

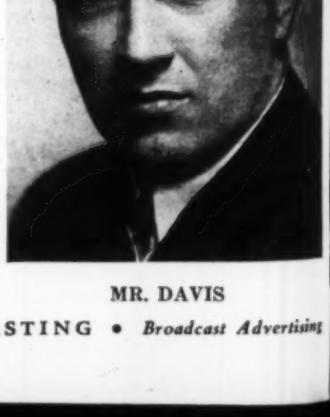
Well-known in Philadelphia radio, Mr. Davis' name has been mentioned in connection with the vacancy on the FCC created by the retirement of Comdr. T. A. M. Craven, now vice-president of the Iowa Broadcasting Co. The FCC post remains unfilled. It is understood Mr. Davis had the endorsement of the Democratic leadership in Pennsylvania, including Sen. Joe Guffey.

To Attend Convention

NAB announced that Mr. Davis will retain his legal connections in Philadelphia and give general direction and supervision to the NAB labor relations activity. It is expected a fulltime assistant will be named at Washington headquarters. The new labor counsel will be introduced to the NAB membership at the Executive War Conference in Chicago Aug. 28-31 and will outline the general scope of NAB labor policies as he sees them.

A graduate of the U. of Pennsylvania, Wharton School of Finance & Commerce, as well as the law school, Mr. Davis has been in Broadcasting since 1929, announcing over WLIT Philadelphia while attending college. He later was employed at WCAU Philadelphia and returned to WLIT in 1932 as assistant to the general manager. In 1935, when WFIL was created through merger of WLIT and WFI, he remained with the combined operation. Later that year he acquired a minority interest in WIBG, serving as vice-president and general counsel. Subsequently, he sold that interest but retained the legal representation.

Mr. Davis was the first secretary of the State Labor Board of Pennsylvania and assisted in the organization of that agency, serving for a year-and-a-half. He has specialized in corporation, communications and labor law, and is admitted to practice in the Pennsylvania courts and the U. S. Supreme Court. He is a member of the Pennsylvania Bar Assn., the American Bar Assn. and the FCC Bar Assn. He is a past chairman of the ABA Radio Committee and is at present national director, Public Information Program, of the American Bar Assn. He is married and the father of two children.



MR. DAVIS

Keeping FM Free From Interference

Sky Wave Interference Shown in Tests In July

By WILLIAM B. LODGE
Acting Director of Engineering
Columbia Broadcasting System

DURING JULY OF this year there was a period of long-distance transmission on the present FM channels which, if it were to re-occur during an appreciable percentage of the time *after wide-scale commercialization of FM*, would be very distressing to both broadcasters and listeners.

From the data available, it appears that during the first two weeks of the month FM stations gave very useable signals (up to more than 1 millivolt per meter from 50-kw stations) at distances of 500 to 1,500 miles. The distant signals were strongest about 7 to 8 p.m. (EWT) and on some nights lasted for three or four hours.

Numerous eastern observers reported high grade reception of midwestern FM stations during early July (also, in the New York area serious interference was experienced from a Chicago station). During a period like this, in a highly developed FM broadcasting system, many FM stations would receive interference extending inward to their 1 or 2-millivolt contour instead of to the more distant 50-microvolt contour as is generally assumed.

Spectrum Problem

These recent experiences emphasize the fact that the best interests of the listening public require that the greatest care be exercised in choosing the location of the postwar FM band in the radio spectrum. The advantages of FM point to the possibility that five or six years from now a large amount of American urban radio service may be provided by FM stations and that hundreds of transmitters and millions of receivers will be operating in the new band.

(Presently licensed stations plus applications already filed, alone, would account for approximately 250 transmitters; set manufacturers have forecast production of 5 million FM receivers in their first year of all-out civilian production.

It is therefore apparent that the broadcasting industry should do everything possible in an effort to insure that FM channels are established in a part of the frequency spectrum which will be free from interference between stations that are well separated geographically.

It is unfortunate that more is not known at present, about the likelihood of long-distance interference in the present 42 to 50 mc FM band. There are, however, at least four recognized types of transmission which, for an unknown percentage of time, invalidate the classical assumption that FM stations

Mr. Lodge

cannot produce interference beyond the horizon. These include:

1. Refraction in the lower atmosphere. (This is usually called tropospheric transmission, and in general does not appear to extend more than 200 to 400 miles. Temperature and humidity conditions within a mile or two of the earth's surface affect this type of transmission.)
2. Bursts. (The cause of these fraction-of-a-second bursts of distant transmission has not been definitely established.)
3. Sporadic E-layer transmission. (This is a type of long-distance transmission made possible by reflection from one of the lower layers of ionosphere under abnormal conditions.)
4. F-layer transmission. (This is the familiar long-distance sky-wave transmission of short-wave stations, which is effected by reflection from one of the upper layers of the ionosphere.)

Clear Channels

The relative importance of each of these types of potential interference from an FM broadcaster's standpoint is not yet known since, at the present time, many of the FM stations are operating on what amounts to a clear channel. Furthermore, wartime conditions have made it impossible to carry on the extensive program of measurement and analysis that must be completed before the extent and the duration of such interference can be estimated with accuracy. As a result, sufficient experience has not been gained in actual practice to indicate how much interference to expect when there is extensive duplication on each FM channel.

Sunspot Activity

The correlation between sunspot activity and the maximum frequency transmitted to a distance is fairly well establshed in the case of the "F-layer" type of transmission noted above. These data indicate that at the next sunspot maximum (1947, 1948, 1949) interfering signals from distant stations would cause fairly consistent interference at frequencies as high as 40 or 50 mc for several hours in the early afternoon. In connection with the current long-distance interference experiences, it is to be noted that there has *not* been any observed increase in sunspot activity and, consequently, the phenomena are generally attributed to the "E-layer" type of transmission mentioned above.

At the present time, there is no way of knowing how serious the various types of interference will prove to be, or how high in frequency it would be necessary to move the FM band in order to avoid its effects—if, indeed, it is possible to avoid all of them in any useful part of the radio-frequency spectrum. Undoubtedly, the complete story as to how serious distant interference may yet prove to be in FM will not be known until there has been extensive operation throughout one entire sunspot cycle.

Meanwhile, those who are responsible for recommendations for the postwar allocation of frequencies for FM broadcasting should give exceedingly careful consideration to all of the data available concerning the possibilities of long-distance transmission on the frequencies being considered.

FM as a higher quality mode of radio transmission is readily acknowledged by the engineering profession. Occasionally there are reports about interferences which have occurred in the UHF range which may have a bearing on the scope and extent of service. The latest deals with long-distance sky wave transmission. The writer, Acting Director of Engineering of CBS, reports on his findings in this field. He is a graduate of the Massachusetts Institute of Technology and joined CBS in 1931. In February 1942 he assumed a special wartime assignment as associate director of the Airborne Instruments Laboratory of Columbia U., Division of War Research. He returned to CBS in October last year.

Smith Represents Nets on FDR Trip

Pearl Harbor War Conference Revealed by WRC Manager

CARLETON D. SMITH, manager of WRC, Washington NBC station, and for many years the network's Presidential announcer, accompanied President Roosevelt to Pearl Harbor for war conferences as the sole representative of the four major networks, it was disclosed last Thursday morning when Mr Smith broadcast over the combined nets a report of the President's trip.

Mr. Smith

At the same time, announcement of the President's trip to Honolulu, where he conferred with Gen. MacArthur and Adm. Nimitz, was released to the press. Origin of Mr. Smith's broadcast, scheduled at 10 a.m. (EWT), was given as "somewhere on the Pacific Coast," although it was revealed last week that President Roosevelt addressed the Democratic National Convention on July 20 from his train inside the Marine base at San Diego, Cal.

Hunt Remained

Shortly before the Democratic Convention in Chicago, Mr. Smith and Clyde M. Hunt, CBS Washington chief engineer, were called to the White House, told of the proposed trip and asked to make arrangements. Mr. Hunt supervised technical details for the President's acceptance speech and Mr. Smith introduced the Chief Executive. Mr. Hunt did not accompany the Presidential party to Hawaii, but remained on the West Coast, awaiting its return.

McCormick's Cable

Following the combined network broadcast, Ken Banghart, WRC-NBC announcer, read over NBC a special cabled report from Robert McCormick, the network's correspondent in Honolulu. Last Thursday's broadcast, with which press releases were timed, was the first time the President's activities have been reported by one representative over the combined networks. Mr. Roosevelt plans to personally report to the people on his trip, presumably by radio, according to UP.

On 40 Stations

M. LOUIS PRODUCTS Co., New York, in September will start a series of five-minute and quarter-hour weekly musical programs on some 40 stations in New England, East, South, and Midwest. Magazine and newspaper advertising will also be used. Agency handling account is Hirshon-Garfield, New York.

Part of WAC Budget Slated for Radio

Approval of New Plan To Get Recruits Is Awaited

PLANS have been virtually completed to allot radio a sizable share of WAC advertising, with details as to the amount to be expended and the volume of time to be purchased now awaiting final approval, BROADCASTING learned last week.

It is understood that a set of alternate proposals has been submitted by Young & Rubicam to the War Dept. for approval and that recommendations for time purchase range from $500,000 to $1,000,000. It is anticipated that the vast majority of stations will share in the business.

Decision Awaited

Formal decision to use radio is expected early this week when Y&R will issue a statement on coverage to be sought. The agency announced last week that it was prepared to immediately purchase time "whenever efficient coverage" can be bought.

Assurance that broadcasters will be given a share of the WAC advertising appropriation followed a week of conferences between Y&R officials and the War Dept. in which various presentations calling for use of radio were submitted for consideration. Present from the agency were Sigurd Larmon, president; John F. Reeder, vice-president; A. V. B. Geoghegan, director of media and general production; Carlos Franco, chief timebuyer; and Philip S. Broughton, director of public relations.

It was learned that Maj. Gen. Alexander D. Surles, director of the War Dept. Bureau of Public Relations, conferred with OWI officials and that the agency is ready to restore radio allocations for WAC recruiting as soon as official action is taken to include radio in WAC advertising.

OWI had withdrawn station announcements scheduled for the week of Aug. 28 and network program allocations assigned for the week of Sept. 4 but John D. Hymes, deputy chief of the Radio Bureau, told BROADCASTNG the network allocations would be scheduled for the earliest week possible if radio is included in forthcoming WAC advertising. He said it was too late to restore the allocations originally scheduled for Sept. 4 as other commitments have since been made.

He added that OWI will probably not ask stations to carry transcribed spots if commercial announcements are placed but that other programs in the interest of WAC recruiting will likely be scheduled through the Special Assignment Allocation plan.

NAB announced that despite Y&R's explanation as to why radio was not included in the first phases of WAC advertising [BROADCASTING, Aug. 7] it "will not relax in its efforts to convince the agency that broadcast advertising should be used for this purpose."

As BROADCASTING went to press late Friday, NAB had received returns from 708 commercial stations of which 90% stated they would accept paid WAC advertising. The breakdown of replies showed 634 in favor, 65 against and 7 undecided. Approximately 85% of the stations agreeable to WAC advertising submitted specific availabilities.

Analysis of the 65 stations unfavorable to WAC advertising showed that 27 are clear channel, 26 are regional and 12 are local. They include 24 NBC owned or affiliated stations, 24 CBS owned or affiliated, 7 Mutual affiliates, 5 Blue affiliates and 5 non-affiliates.

A few of the stations which reported they would accept WAC advertising stated they would turn over any money received for such time to the USO or the Red Cross.

Sponsored Programs on NBC Entirely Free of Hitch-Hikers

Witmer Announces Complete Elimination of All Secondary Announcements From Programs

COMPLETE elimination of hitch-hike or secondary announcements from NBC's sponsored programs was announced last Thursday by Roy C. Witmer, vice-president in charge of sales. He stated that, effective that day, all announcements at the beginning and end of broadcast periods had been brought within the framework of the program itself, or set off by music or entertainment.

This objective, sought by NBC since the matter was first discussed nearly a year ago with the networks' Stations Planning and Advisory Board, was achieved, Mr. Witmer said, with the cooperation of NBC advertisers, through discussions with them and their agencies "along constructive lines."

Conversion Completed

"In practically every case," he said, "advertisers were cooperative and readily agreed to study the possibilities of such a change and to experiment with revised forms of announcements. After these consultations it was felt generally that within a reasonable time all concerned would be prepared to incorporate the hitch-hikes as an integral part of the program structure. We are pleased to announce that this conversion has now been completed."

CBS last September revealed that such announcements, "which pretend to be divorced from the program, such as commercials which precede the introduction of the program itself or which follow its apparent sign-off," would be unacceptable on CBS programs, effective Oct. 1, 1944, and invited its clients and affiliated stations to cooperate to remove this "triple threat" against successful radio advertising by that date or earlier.

NBC announcement does not mention CBS specifically but it quotes a statement made by Mr. Witmer last winter in a closed circuit talk to NBC stations: "We decided against the ultimatum process in favor of just frankly asking all of our hitch-hiking customers to recognize the growth of a bad radio practice and cooperate with us by changing it not by some deadline date but at their earliest convenience. We took the position that if a hitch-hike, as it has been recently done, is bad on Sept. 30, it is no better on March 1, and changing it into an acceptable announcement that is good radio and probably more effective advertising does not require a year's notice."

There is no ban on advertising more than one product on an NBC program as long as the total commercial time does not exceed the code limits, Mr. Witmer explained, but all of these secondary announcements are now surrounded with some sort of entertainment such as theme music which brings them within the framework of the program.

Atlantic Signs Up Football Schedule

Naval Academy Games Placed First Time By Oil Firm

ATLANTIC REFINING Co., Philadelphia, which for eight years has sponsored broadcasts of Eastern Seaboard football for White Flash gasoline and motor oils, is lining up for its ninth season a schedule comprising 75 college games, 11 professional games and 67 high school games, to be broadcast by over 70 stations in the East.

List of colleges already signed by Atlantic for broadcasts includes Navy, Brown, Dartmouth, Georgia Tech, Franklin and Marshall, Virginia, Colgate, Duke, Pennsylvania, Temple, Holy Cross, Cornell, Syracuse, Ohio State and Yale, with negotiations not yet completed with Pittsburgh, Penn State, Richmond and Rochester.

Navy sponsorship adds another first to Atlantic's list, as this year for the first time the games of the Naval Academy will be broadcast commercially. Six home and two out-of-town games are included in the schedule, which covers the Navy football team's games with North Carolina Pre-Flight, Penn State, Duke, Georgia Tech, Pennsylvania, Notre Dame, Cornell and Purdue.

Play-by-play will be described by Bill Slater. Navy game broadcasts will go over special hookups varying from three stations for the opener with North Carolina Pre-Flight to 25 stations for the Pennsylvania and Notre Dame games. Arrangements were handled by N. W. Ayer & Son, Philadelphia agency for Atlantic.

In 1936, Atlantic signed Yale and five years later, in 1941, Princeton also signed, with Harvard signing in 1942. Harvard, however, dropped football last year as Princeton has done this year.

Hearings Planned by NLRB On Disc Turning Jurisdiction

FOLLOWING conferences with officials of NBC and Blue, the National Assn. of Broadcast Engineers & Technicians last week agreed to continue operations on a day-to-day basis after expiration of its contract Aug. 25, pending determination of its jurisdiction over platter turners by the National Labor Relations Board. The union had given 30 days notice to the networks last month for reopening of contracts [BROADCASTING, July 31].

NABET has been advised that the NLRB will likely begin hearings within the next two weeks to determine whether the union is the proper bargaining unit for turntable operations at all NBC and Blue owned stations including Chicago, where platter turning functions are being handled by the American Federation of Musicians.

It is expected that NLRB will call to these hearings officials of the networks, the AFM and the International Brotherhood of Electrical Workers, which has jurisdiction over platter turners at CBS owned stations, and that NLRB will decide whether turntable operations properly falls under the work of technicians or musicians.

NLRB determination of this question is also being awaited by the National War Labor Board which ordered the jurisdictional question in status quo when NABET threatened a strike at all NBC and Blue owned stations last May. At that time AFM attempted to take over turntable operations at all network-owned stations as the spearhead of a plan by James C. Petrillo, AFM president, to install musicians in every station in the country to handle records and transcriptions.

REPORT NO. 5

ON STATION WHO'S HOOPERATINGS

At Left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

A FEW days after issuance of the new Hooper Report on radio listenership in WHO's "Outside Zone", we received an interesting comment from Free & Peters. It read:

"The newcomers are impressed, to say the least. The old-timers say 'I knew it all the time, but here is some real proof.'"

The facts speak for themselves:

(1) WHO has an expectedly high percentage of the total audience in Des Moines, at most times—but the Des Moines listenership must be *multiplied*, at most hours, to equal WHO's rating in the eight "Outside Zone" cities surveyed (6 of which have their own local radio outlets!).

(2) To secure adequate coverage in the "Outside Zone" of Des Moines, it is necessary to use WHO *regardless of what other stations or networks may be selected.*

Here is an excerpt which establishes both points:

DES MOINES CITY ZONE—AFTERNOON SHARE OF AUDIENCE—Monday thru Friday

	WHO	STATION B	STATION C	OTHERS
Noon to 6 P.M.	44.7%	26.4%	22.9%	6.0%

"OUTSIDE ZONE"—AFTERNOON SHARE OF AUDIENCE—Monday thru Friday

	WHO	ALL OTHER NBC STATIONS	ALL CBS STATIONS	ALL MBS BLUE STATIONS	ALL OTHERS
Noon to 6 P.M.	64.7%	0.1%	14.6%	11.2%	9.4%

Whether you "knew it all the time", and simply want some proof—or have never yet fully investigated the radio situation in Iowa—ask us or Free & Peters to show you the full Report. It may save you severe disappointments—will certainly point the way to effective, economical radio usage in Iowa.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Radio's 11 Million Campaign Cited for Aid in Bond Drive

Broadcasting Contribution Exceeds All Other Media for Fifth Loan, Treasury Says

THE broadcasting contribution to the Fifth War Loan exceeded its participation in the Fourth War Loan, and maintained its dollar value leadership over all other media according to the NAB, even though the $11,000,000 estimate for the Fifth Loan on the record is lower than the figure given in the previous drive, the Treasury announced Aug. 14. War Bond advertising in the Fifth Loan reached a volume never before approached, according to figures made available by Ted R. Gamble, national director of the War Finance Division, Treasury, and Thomas H. Lane, director of advertising, press and radio, for the Treasury.

The dollar value of this terrific promotion campaign which enabled the WFD to "make the sale" was put at $24,981,670.55, the Treasury revealed. By dollar value, the Fifth Loan advertising, broken down by media was: Radio, $11,000,000; daily and weekly papers, $10,160,709.66; daily papers display, $6,656,255.66 classified, $972,324; weekly papers, $2,532,160; general magazines, $1,578,682.50; outdoor, $1,076,838.39; business publications, $789,990; and farm magazines, $375,450.

Gave Best Efforts

In commenting on the success of the Drive, which raised over $20,000,000,000, Mr. Gamble said: "The overwhelming success of the Fifth War Loan could not have been achieved without the truly amazing support of America's advertising industry and advertisers."

"Our national goal of 16 billion dollars in the Fifth War Loan," Mr. Gamble added, "was oversubscribed by over 4 billion dollars." All forces of advertising—agencies, advertisers in every media, newspapers, radio stations, magazines and outdoor plant operators—harnessed their best efforts to the Fifth War Loan, according to Mr. Lane.

While the $11,000,000 estimate of radio's contribution to the drive which the NAB furnished the Treasury was considerably less than the $12,800,000 figure representing broadcasting's part in the Fourth War Loan [BROADCASTING April 17], actually the present figure would have been higher, the Treasury Dept. indicated, since a new basis of calculation was decided upon for the Fifth War Loan. Had the old basis of calculation been maintained, the War Finance Division pointed out, radio's Fifth Loan contribution would have measured slightly above the $12,800,000 mark set for the earlier loan according to the NAB estimate.

"Never before in history," commented Mr. Gamble, "has so much of a product been sold in so short a time. Americans oversubscribed their objective by over 25%. Our record quota for individuals—$6,000,000,000—was also exceeded by total individual sales of $6,351,000,000," Mr. Gamble said. "The 'E' Bond quota," he pointed out, "was $3,000,000,000 and $3,036,000,000 was realized. The effectiveness of the job done by advertising is reflected in these results."

In a letter praising radio for its participation in the success of the Fifth War Loan, Secretary of the Treasury Morgenthau wrote J. Harold Ryan, NAB president, as follows:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of the Treasury Dept. and the people of America for the time and talent placed at our disposal in the Fifth War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

RCA Veteran Policy

WITH approximately 6,000 former employes serving in the armed forces, RCA Victor Division, Radio Corp. of America, last week announced a policy for the re-employment of men and women war veterans. Policy outlines specific provisions to protect servicemen's re-employment status, extensive re-training and upgrading programs, recognition of seniority rights, insurance privileges, rehabilitation programs and vacation allowances. Veterans who intend to return to RCA may take a leave of absence up to one year in order to take special training offered by the Government. Special consideration will also be given to handicapped servicemen.

Likes His Job

"I WOULDN'T trade my present job for three radio stations and an NBC outlet included," was the recent comment of Lt. Col. Samuel R. Rosenbaum, former president of WFIL Philadelphia, now in the European Theatre with Allied Military Government. The report came to Edgar H. Twamley, director of WBEN Buffalo, from Lt. Fred Keller, former WBEN announcer, who met Col. Rosenbaum at the Red Cross Officers' Club in London.

P.M. LISTENING DOWN, HOOPER SAYS

PACIFIC NETWORK Hooper ratings for the June-July period reports the average evening program rating of 7.1 down 0.8 from last report, and down 0.2 from a year ago. Average evening sets-in-use of 28.7, is down 1.0 from last report and up 1.5 from a year ago. Average evening available audience is 73.1, down 1.3 from last report and down 0.7 from a year ago.

The average daytime program rating of 3.7, not changed from last report, is down 0.3 from a year ago. Average daytime sets-in-use of 13.9, is down 0.2 from last report and up 0.2 from a year ago. Average daytime available audience of 65.9 is up 0.5 from last report and down 1.1 from a year ago.

Screen Guild Players leads the list of top ten programs on the Pacific Coast, with *Ellery Queen* second and *Can You Top This* third. They are followed by *Take It Or Leave It, Mr. District Attorney, Quiz Kids, Walter Winchell, Mr. and Mrs. North, Suspense* and *One Man's Family.*

New England Net Meets

WESTINGHOUSE station WBZ Boston was host to the New England Regional Network's governing board meeting at the Hotel Bradford last Tuesday. Those attending were: P. W. Morency, general manager, and Walter Johnson, sales manager, of WTIC Harford; William H. Rines, managing director of WCSH Portland, Me.; John J. Boyle, station manager of WJAR Providence. C. S. Young, WBZ-WBZA general manager, represented his stations.

VETERANS of foreign duty as Mutual overseas correspondents were guests of honor at a press luncheon given by Mutual. Edmund Franke was the first technician to return from the Normandy invasion, and Leslie Nichols was MBS correspondent in the Middle East. Among those attending the luncheon were (l to r): John Shepard III, head of Yankee Network, and member of the Mutual board of directors; Mr. Franke; Mr. Nichols; Theodore C. Streibert, WOR vice-president and executive vice-president of the Mutual Broadcasting System.

Credits for Films Curtailed by NBC

Other Networks Fail to Take Up New Guest Star Policy

LIMITATION of picture credits for movie stars guesting on NBC broadcasts to pictures in which they actually participated will not be duplicated by other nationwide networks, in the immediate future, at least. CBS and MBS denied flatly that any such move was being considered and Blue said there were no plans for similar action now and that none would be originated until the return of Dorothy Kemble, continuity acceptance editor, from her vacation this week.

NBC action, which was not announced by official written order but was told to clients and agencies by network salesmen, was said to have been under consideration for "a considerable period", although the network's official policy code does not cover the extent of credits permitted on programs including film stars as guest artists.

'Wilson' Incident

Practice of using credits for latest picture of the company to which the star is under contract, whether or not he actually appears in that picture, has been growing for some time, an NBC spokesman said, citing the numerous plugs given to the 20th Century-Fox picture "Wilson" by George Jessel as the latest and one of the most extreme examples.

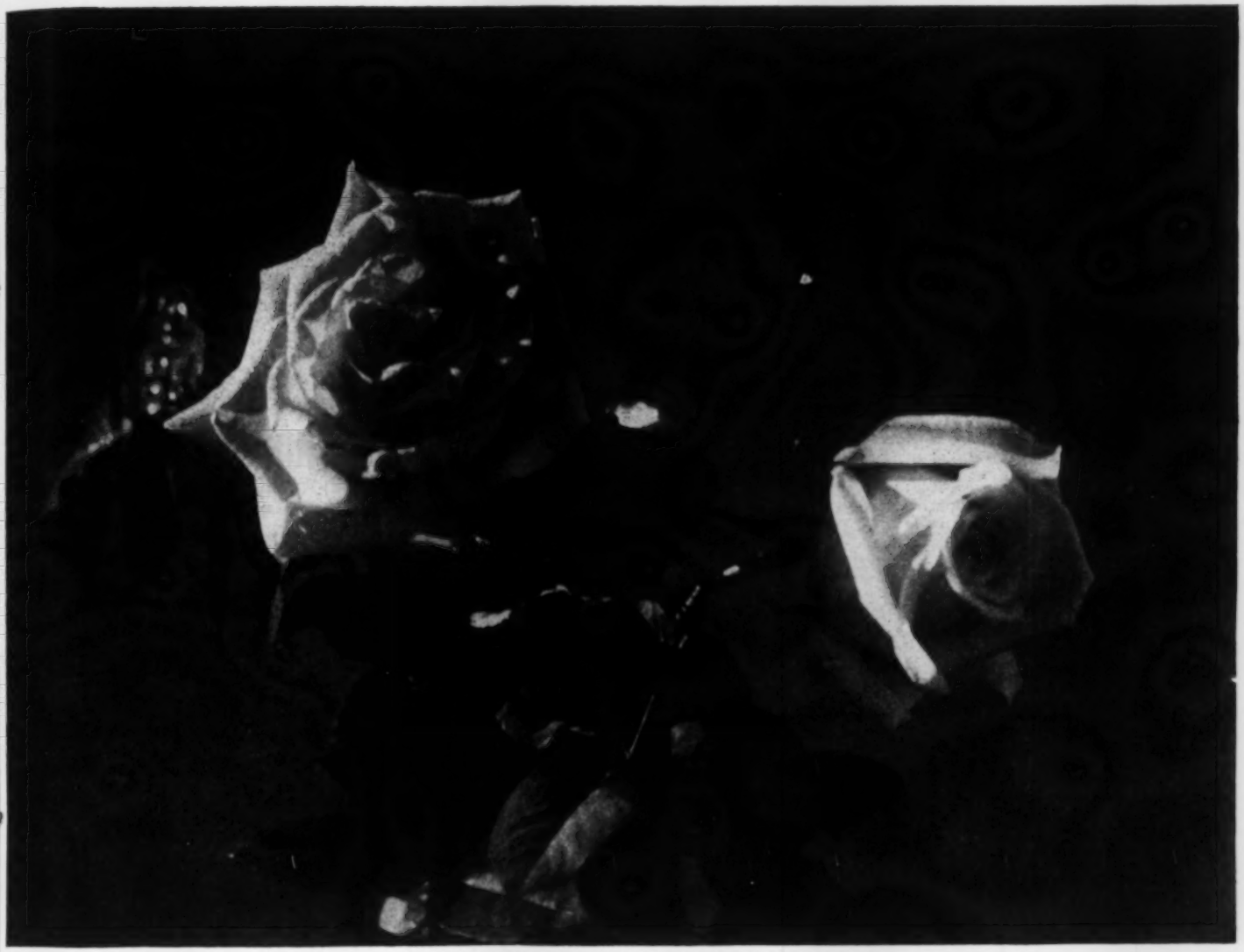
NBC will continue to allow guest stars credits for pictures in which they actually appear, whether the picture has been released or is in the making, it was said, but the two-step plug from star to studio to studio's new picture is definitely out on NBC programs.

No Audience for Bing

WITH format changed to include more music and less chatter, NBC *Kraft Music Hall* on return of Bing Crosby Nov. 2 following his 13-week overseas entertainment tour will also eliminate studio audiences from future broadcasts. Feeling that the broadcast is pointed to home listening circle rather than studio spectators, he has long opposed a laugh and studio audience program. Kraft Cheese Co. reportedly is none too happy with Crosby's no-audience edict. Kraft dealers, it was pointed out, have always been eager to view the broadcast.

Shell Football

SHELL OIL Co., New York, starting Sept. 23, will sponsor 11 play-by-play broadcasts of the midwestern football classics over WBBM Chicago, 2 p.m. (CWT). Saturdays. Gordon Owen, WBBM's New York representative, placed the 13-week contract through New York office of J. Walter Thompson, with WBBM Acount Executive Ernest Shomo handling the Chicago details. John Harrington, sportscaster, will be at the mike.



. . . by any other name

Shakespeare's line still stands up. And applied to radio it means an audience is an audience . . . no matter the call letters it listens to.

Let's look at Baltimore. What does a listener cost you in this 6th largest market? It's very easy to find out.

First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

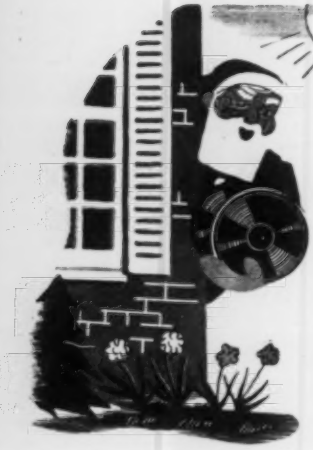
It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the successful, independent radio station W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed



Santa Claus just sneaked into town

. . . with something advertisers want for Christmas

THE OLD BOY got so excited when he heard about two NBC Recorded Christmas Shows . . . two of the finest ever offered in the history of radio . . . that, heat or no heat, he headed for town to spread the good news . . . to give you a quickie preview of two shows that will do any advertiser proud.

"Happy the Humbug". . . the wondrous story of that strange, appealing beastie of the Animal Kingdom named "Happy" and his adventures with his most unusual collection of animal pals . . . adventures that travel through children's familiar activities. Love of Parents! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!

Happy and his pals, The Pink Elephant, The Cock, The Bull, The Bum Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Budd Hulick (of Stoopnagel and Budd fame) heading the impressive cast.

15—quarter-hour broadcasts ready to go on the air for *you* . . . exclusive in *your* city . . . on any pre-Christmas schedule *you* elect, carry through to New Year's Day. AND—a new post-Christmas series of 39 programs of Happy's adventures to carry on.

The Christmas Window . . . Another brand new NBC-Recorded Christmas show with a smart merchandising tie-in particularly planned for retail advertisers. It's got everything that appeals to the young sprout's imagination. Children's stories . . . both old and new. A Visit from St. Nicholas and The First Christmas! Favorite fairy tales with a Christmas setting! The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm).

These immortal classics . . . with original scripts written especially for The Christmas Window . . . are all NBC Recorded with a meticulously selected cast for each play . . . all ready to go on the air for you exclusive in your city. 12 quarter-hours, recommended for a 3-a-week broadcast four weeks preceding Christmas.

* * *

"Happy the Humbug" and "The Christmas Window" are naturals for any advertiser with eyes on juvenile business . . . any product sold to, for, or through children . . . to build good will and contribute a more joyful Christmas season for children and grown-ups, too. Ask your local station to audition these shows for you. Or write direct for audition records, rates, availability and complete details.

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . Sunset and Vine, Hollywood, Calif.

NAB Schedules Important Session On Postwar Problems for Aug. 31

ONE of the most important sessions of the NAB Executive War Conference in Chicago Aug 28-31 will be a panel discussion on the postwar future of broadcasting, scheduled for Thursday afternoon, Aug. 31, J. Harold Ryan, NAB president, disclosed last week.

AM, FM, television and facsimile will be the topics and a "great deal of light will be thrown on them," said Mr. Ryan in urging every member to plan to attend the closing session. The NAB last week informed its members that those planning to leave prior to 6 p.m. Thursday would "miss one of the most revealing sessions of the entire conference". Notice was given that train reservations for early departure might be changed.

Agenda Ready Boon

Promising a full agenda within the next 10 days, the NAB said the program for its War Conference is rapidly crystallizing. Great care has been exercised in the selection of speakers and every topic has been chosen with a view to contributing constructively to better understanding on the part of broadcasters of current problems and of possible developments of the future affecting their interests.

"No broadcaster who attends this Conference can afford to miss any of the sessions," said the NAB statement, released Saturday.

So far FCC Chairman James Lawrence Fly is the only announced speaker. Mr. Fly has accepted an invitation of President Ryan to address the NAB on Aug. 30. Maj. Gen. Alexander D. Surles, director of the War Dept. Bureau of Public Relations, who has been invited to participate, last week designated Lt. Col. Jack W. Harris, acting chief of the Radio Branch, to represent him at the Conference.

The vanguard of the NAB official staff, headed by C. E. Arney Jr., secretary-treasurer and Conference director, left Washington late last week to set up headquarters at the Palmer House in Chicago. Exhibits by stations will not be encouraged, although a few are reported preparing displays on a curtailed scale. Official parties have been banned, the entire time to be devoted to problems facing broadcasters.

Goodyear Agency Shift

GOODYEAR TIRE & Rubber Co., Akron, has shifted its NBC program *Melody Roundup* from N. W. Ayer & Son to Young & Rubicam, New York. Although soles and heels will be continued to be promoted on the program, change does not affect Goodyear advertising handled by the two agencies. N. W. Ayer & Son handles shoe products and dealer advertising and Y&R handles institutional. On July 30, Goodyear dropped its Walter Pidgeon CBS program, *The Star And The Story*, handled by Young & Rubicam. *Melody Roundup* is heard on NBC, Saturdays, 11:30-12 noon.

KGW Spots on WQXR

SERIES of announcements advertising KGW Portland and the Pacific northwest market start Aug. 14 on WQXR New York, reportedly the first time a western station has purchased time on the East Coast and one of the rare instances of one station buying time on another. Campaign, placed by Oregonian Publishing Co., owner of the station, through Showalter Lynch Adv. Agency, Portland, comprises a one-minute live announcement daily, Monday through Friday, for 13 weeks.

Emerson Changes

EMERSON RADIO & Phonograph Corp., New York, is changing its Sunday afternoon program on MBS from *Green Valley* to a radio adaptation of *You Can't Take It With You*. News series, to be produced under the supervision of Moss Hart, co-author of the stage play, will start Aug. 27, 5-5.30 P.M., on the same 63 Mutual stations now carrying *Green Valley*. William H. Weintraub Co., New York, is the agency.

CAB Offers Service On Major Sales Areas

COOPERATIVE analysis of broadcasting is offering advertisers, particularly those with national distribution based on well-organized sales territories, periodic CAB ratings on their network programs in each of their major sales areas.

Service, available at pro-rata costs, is the first example of a national program rating service patterning its service to meet divisional needs of national advertisers, the CAB states. The expanded schedule of interviewing, which since April has included 81 cities, makes this new service possible. This service is not the same as the new CAB ratings for regional or limited network programs, included for the first time in the organization's July report, CAB said.

Hymes on OWI Tour

JOHN D. HYMES, deputy chief of the OWI Domestic Radio Bureau, left Washington last week for a three-week tour of OWI branch and regional station relations offices which will take him to the West Coast. He will visit offices in San Francisco, Los Angeles, Dallas, Kansas City and Chicago where he will also attend the NAB Executives War Conference.

Western Campaign

SOUTHWEST FOOD Products, Long Beach, Cal. (jellies, jams, waffle syrup), in a regional campaign on July 31 started using daily transcribed announcements on 13 stations. List includes KFRC KROW KHJ KOIN KOL KUTA KGIR KPFA KRBM KTAR KYUM KVOA KGLU. Contracts are for 13 weeks. Dave Foutz Adv., Long Beach, Cal., has account.

June Shielman

A FAVORITE OF TODAY, A STAR OF TOMORROW

Heard Exclusively on WMFM

When Maurice Kipen, musical director of The Milwaukee Journal radio stations, first heard the voice of youthful, lovely June Shielman, he knew he had found a star of tomorrow.

That was a year ago. Since then, June has become a favorite of WMFM's family of listeners, through her regular appearances on the Radio City Concert Hour. A few short months ago June entered the "Hour of Charm" contest and was selected as one of the finalists, from the original list of over 10,000 entrants.

Today June Shielman makes just one radio appearance a week, on the Radio City Concert Hour. The rest of her time is spent in Chicago, studying under a full scholarship awarded by The Milwaukee Journal and The Milwaukee Journal radio stations.

Outstanding personalities, such as June Shielman, are but one of the reasons for planning on including WMFM in your fall schedule. Get the full story by writing, wiring or phoning . . .

THE MILWAUKEE JOURNAL FM STATION

Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

TODAY
THE WEAPON

TOMORROW
THE SONG

TODAY, as for the past two years, the Freed-Eisemann organization is pouring its genius, skill and toil into the production of complex radio devices for military use. Tomorrow these same men and women will create again for you the finest in radio-phonographs. Today the weapon—tomorrow the song.

Even the great pre-war Freed-Eisemann, acclaimed by leading musical artists and famous decorators, will be surpassed by the new instruments we are planning to give you.

The post-war Freed-Eisemann will bring you the rich, full tone of FM at its finest; plus matchless AM (standard radio) and magnificent reproduction of recorded music. Cabinets will be authentic, superbly styled period pieces which will harmonize gracefully with the finest of decorative themes.

REMEMBER THE NAME

Freed-Eisemann

WHEN YOU BUY YOUR POST-WAR RADIO-PHONOGRAPH WITH FM

Freed Radio Corporation, New York, N. Y. BUY MORE WAR BONDS!

OWI PACKET, WEEK SEPT. 4

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 4. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	--	X	--	X	X	X
Hold Prices Down	X	--	--	--	--	X	X
New Car Pooling Rules	X	--	--	--	--	--	--
Prepare for Winter	--	X	X	X	X	--	--
War Bonds	--	X	X	X	X	--	--
V-Mail	--	--	--	--	--	X	--

See OWI Schedule of War Messages 124 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WPB Rule Allows Model Fabrication

Ceiling of $5,000 Is Placed On Experimental Sets

UNDER WPB Priorities Regulation 23, issued July 22, radio manufacturers have the right to produce experimental or development models of electronic products such as radios, phonographs and their component parts with the view toward getting ready for the post-war era, Frank S. Horning, chief of the field service branch of WPB's Radio and Radar Division announced last week. This was set out in Interpretation 2 of the Electronic Equipment Order L-265 last spring, calling attention to the fact that such experimental models made under L-265 from materials obtained with priorities under P-43, as amended, must be made in conformity with the conditions and restrictions of the order, and might be transferred only within the restrictions of Orders L-265 and P-43 [BROADCASTING, June 19].

Order P-43, Mr. Horning pointed out, assigns an allotment symbol of V-9 to get controlled materials (specified forms and shapes of steel, copper and aluminum) to make experimental models, but does not apply to such models made from parts or materials available without priority assistance. Necessary tool equipment for making the experimental models themselves may be obtained by use of the same priorties, but it was emphasized that no production line could be set up, nor could the models be distributed or displayed to promote sales or to create consumer demand.

$5,000 Limit

Though a P-43 rating may be used to secure parts and materials to construct such experimental models as can be built within the $5,000 limit established by the WPB, such ratings may not be used to purchase an assembled radio receiver or transmitter to serve as a part of an experimental model of any type, it was explained.

It was revealed also that the making of parts for an experimental model such as a speaker or transformer may be farmed out and then transferred to the original experiment without infringing the sales promotion or customer demand restrictions. In such case, the original experimenter may order the piece or part with the AA-3 rating under P-43 and another person may in turn use similarly the priorities assistance of P-43 to get his parts and materials for the order.

Full details of the experimental model ruling as it affects radio may be obtained from the radio and radar specialist located in any of the WPB field service branch offices in each of the 13 regions, Mr. Horning said.

WOW Farm Program Wins Midwest Contest

FIRST PLACE in the annual midwest farm program competition this year went to *Farm Facts and Fun*, weekly program originating from WOW Omaha, for the Nebraska "Wireless Network." The announcement was made at the Manhattan, Kan., conference of the American Assn. of Agricultural College Editors. Charles A. Bond, field supervisor, radio service, U. S. Dept. of Agriculture, praised the program for its production, informality and "high educational qualities."

Farm Facts and Fun started in 1938 with Lyle De Moss as m.c. and George Round, extension editor of the U. of Nebraska's College of Agriculture, as conductor. It is carried on five other Nebraska stations including KORN Fremont, WJAG Norfolk, KGFW Kearney, KODY North Platte, KHAS Hastings.

School Listening Up

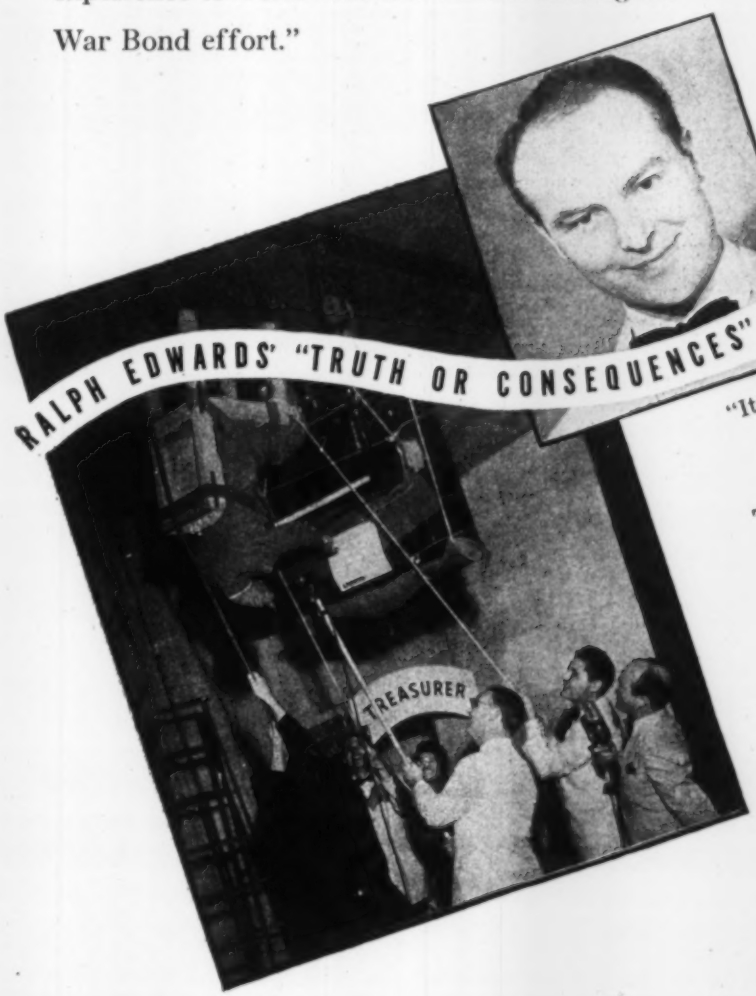
EDUCATIONAL RADIO programs were heard by 5,800 classrooms of the Chicago Public Schools February through June, 1944, via Chicago stations, WIND WJJD WMAQ WBBM WLS WBEZ, according to a semi-annual report of radio listening in the Chicago schools just released by the Radio Council. 263,561 students in 403 schools heard one or more broadcasts during an average week in the five month period. Survey showed that the number of FM receivers in the schools doubled in comparison with the first half of the school year 1943-44. Total hours of operation for WBEZ, the Board of Education's FM station, increased from 207 hours for the first half of the year to 385 hours.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

HUGH E. ROSSON...GENERAL CHAIRMAN PORTLAND DISTRICT SAVINGS & LOAN ASSOCIATION WAR BOND DRIVE

SAYS..."We are proud and happy that the 'Truth or Consequences' broadcast from Portland was responsible for the sale of $109,000,000 in U.S. War Bonds. This sum far exceeded that of any other city in the entire, nation-wide tour of the show. The staff of KGW gave our Savings & Loan committee splendid co-operation. Their policy of putting interest and entertainment into all public service programs pay big dividends in audience interest. It was an enjoyable experience to work with KGW in furthering the War Bond effort."

HUGH E. ROSSON



"It's a pleasure to play in Portland" say all the big network stars. Invariably new records are established in interest and attendance. The "Truth or Consequences" Portland performance was a huge success from every point of view. Without detracting in the least from the popularity of Ralph Edwards and his company, KGW modestly takes a bow for having paved the way. Portland people know that KGW public service programs always offer plenty of interest and entertainment.

THE STATION WITH EAR APPEAL

KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners . . . and the listeners have the money to spend for the things they want.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Texas Revocations Sought by Morris

WFAA WBAP KGKO Targets Of Intervention Petition

CHARGING monopolistic practices, violation of the U.S. Constitution, the Texas Bill of Rights, and FCC regulations and failure to operate in the public interest, the Rev. Sam Morris, Baptist minister and associate editor of the *National Voice*, prohibition publication, has filed petition with the FCC to intervene in renewal of the license of WFAA Dallas, licensed to the A. H. Belo Corp. He seeks revocation of the licenses of WFAA WBAP and KGKO.

Renewal of the WFAA license has been designated for hearing under petition of the Belo Corp., Carter Publications, Ft. Worth, licensee of WBAP, and KGKO Broadcasting Co., Dallas-Ft. Worth, claiming the FCC multiple ownership rule (Sec. 3.35) is not applicable to the three stations.

Claims Time Refused

Rev. Morris, ardent prohibitionist, charges that the three stations and KRLD Dallas, owned by the *Dallas Times-Herald*, accept for sponsorship advertising of "alcoholic beverages" but refuse to sell time to him to espouse the cause of prohibition. He contends that the licensee corporations own the most important newspapers in Ft. Worth and Dallas and the leading stations, thereby constituting "almost the equivalent of a practical monopoly of the intercourse of news and information in Dallas and Ft. Worth and its environs".

Petitioner alleges he has made application to buy time on WBAP and KRLD "comparable to the time sold for alcoholic beverages" to "answer" the makers of such beverages, but such time has been refused. His petition recites that 82 counties in the listening area of WBAP and WFAA are dry and 27 counties wet, under local option; that the KGKO territory is about the same and that in the KRLD region there are 83 dry counties and 11 wet.

The minister further charges that refusal of the Texas outlets to accept his speeches against liquor is in violation of the 14th Amendment to the U.S. Constitution and in violation of several sections of the Texas Bill of Rights.

Petition makes reference to a regulation promulgated by the old Federal Radio Commission, dealing with the 18th and 21st Amendments to the Constitution, and charges the stations with violation.

Petitioner also alleges that despite the fact that WFAA sets aside a period at 11:15 a.m. Saturdays "for a discussion of the Sunday School lesson by leading ministers of the various churches in Dallas, Ft. Worth and vicinity", the station refused to permit the Rev. Wallace Bassett, Dallas Baptist minister, to discuss "abstaining of the drinking of alcoholic beverages" as "recently as June 25" (Sunday).

Rev. Morris was indicted in 1933 on charges of operating an illegal station at stamford, Tex. His first trial resulted in a hung jury. He later filed a stipulation promising not to broadcast without a license.

INTERNATIONAL flavor characterized this Hollywood luncheon when Emilio Azcarraga (right), owner of XEW Mexico City, discussed station operations with Sidney N. Strotz, NBC western division vice-president. XEW is an NBC Mexican affiliate.

Seminar Finale

WEEKLY television seminar conducted by the Radio Executives Club of New York will hold its final session Aug. 17 and as a recap of previous meetings will feature a discussion on "The Effect of Television on Advertising." Jack Miller, advertising and sales promotion manager of Standard Oil Co. of N. J., and Carlos Franco, manager of the station relations department of Young & Rubicam, New York, will discuss the medium from the standpoint of the sponsor and the advertising agency. Mr. Miller will demonstrate his talk with live models and will relate the experiences of the telecasts of Esso, one of the pioneers in television. Mr. Franco will attempt to answer such questions as "should an advertiser feel a sense of responsibility in developing the medium he is ultimately going to use?"

Mr. Miller

WPB Advisory Meeting

A MEETING of the WPB's Radio Industry Advisory Committee has been set for Aug. 15, according to Ray C. Ellis, director of the Radio & Radar Division. The agenda includes equalization of plant loads, components recovery plans, regional activities, manpower, civilian reconversion, and general industry problems. It was emphasized at the WPB that there is no prospect of any civilian output of radio-electronic equipment authorized until 1945 at the earliest.

New Canada Station

A NEW 250 w broadcasting station on 1340 kc is being built at Fort Francis, Ont., by John M. Reid of Fort Francis, according to word from the Dept. of Transport, Ottawa.

Haystack for needles

Yes, NBC looks for needles in haystacks—and, what's more, *finds them.* Not easily, not often—but the search is never ended.

Week after week, NBC audition men, with ears trained to spot the gifted, listen to those who believe they have talents which qualify them for radio.

Thousands are heard yearly . . . bank clerks, charwomen, soldiers, debutantes and professionals . . . "Pop-Singers," baritones and coloraturas. Regardless of who they are or where they come from, NBC gives every applicant a try-out.

And not only does NBC give a hearing to all who apply; its talent scouts go out and deliberately hear many more—in theatres and opera, in cabarets and cathedrals . . . and any other place where talent, style and individuality might be discovered. The more promising are sometimes recommended to instructors or coaches, re-checked from time to time for signs of development, and given air-opportunities to display their talent. The result: more than one NBC star has "arrived" in just this way.

* * *

Scouting talent and maintaining an open-door policy toward the hopeful are important side lights in the operation of this network . . . demonstrating how NBC does a thorough job in every phase of radio. And it is the grand total of these things which helps NBC maintain its leadership, helps make NBC "*The Network Most People Listen to Most.*"

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

WPB Asks Broadcasters to Join Drive To Temper Textile, Furniture Claims

ASKING broadcasters to join publishers in toning down their advertising appeals for textiles, textile products, and furniture, the War Production Board is sending a letter, over the signature of W. Y. Elliott, vice-chairman, Office of Civilian Requirements, to all stations in the United States. The letter asks radio's support in the WPB "Declaration of Policy and the Retailers' Voluntary Program . . . designed to conserve textiles, textile products, and furniture."

The original declaration, issued over a year ago [BROADCASTING, Aug. 2, 1943], is being sent along with Mr. Elliott's letter. Last February it was felt by the WPB that radio, as well as the press, could help in the campaign to conserve textiles by keeping a somewhat closer check on radio commercials for such products, but no formal order was issued at that time [BROADCASTING, Feb. 14].

Enlist NAB Support

In his letter to the industry, Mr. Elliott stated that "present indications are that textiles, textile products and furniture . . . will remain in short supply during 1944." It was further indicated by a WPB spokesman that even though the European phase of the war may end this year, we shall not return to normal production very soon, and that a definite shortage in these textile items will exist for some time to come.

The WPB enlisted the support of the NAB to urge broadcasters to heed the Governmental "request", which is described in Mr. Elliott's letter as a "voluntary program". The NAB, according to Lewis H. Avery, Director of Broadcast Advertising, will send a letter to member stations supplementing the WPB appeal.

The text of Mr. Elliott's letter follows:

Radio is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support of the War Production Board Declaration of Policy and the Retailers' Voluntary Program which were designed to conserve textiles, textile products and furniture.

The policy was announced only after WPB officials and representative retailers, cognizant of war needs and the reasonable requirements of the consumer, met and recommended this voluntary program. Both groups wanted to avoid the complexity of textile sales under a rationing program.

Present indications are that textiles, textile products and furniture covered by the policy will remain in short supply during 1944.

If you have not already done so, may we suggest that you do what other radio stations and advertising media are doing to extend the coverage of the policy, by telling your advertising accounts about the program, and by instructing your employes to follow the policy when writing commercial announcements for the use of those accounts which do not prepare their own material.

To help you do this, we are enclosing a copy of the policy which explains why the program is necessary. Several interpretations of the policy, approved by the WPB, will help you to introduce the program in your station's activities. Ready to advise you, too, are the local Better Business Bureaus, Chambers of Commerce, other retail associations, and the representatives of the Office of Civilian Requirements in the regional office of WPB nearest you.

This is a voluntary program. Our letter is not to be construed as a request or authorization to compel compliance with the principles of the policy or to use any measure of pressure. Responsibility for the enforcement of the program rests with the WPB.

If you wish more information, please feel free to write us.

FRIENDLY RIVALS now, William B. Ryan (left) general manager of KFI Los Angeles, congratulates Clyde Scott, appointed general manager of KECA Hollywood outlet purchased recently by Blue Network. Mr. Scott had previously been sales manager of KFI-KECA.

Tourney on NBC

GEORGE S. MAY Co., Chicago, will sponsor two on-the-scene broadcasts of the All-American Golf Tournaments at Chicago's Tam O'Shanter Country Club Aug. 24 and 27. First of the two pickups will be over WMAQ 4:30-5 p.m. (CWT) Aug. 26; second will be on WMAQ and 83 NBC stations Aug. 27, 5:30-6 p.m. (CWT) Bill Stern, NBC sports director, will be m.c. Agency is Jim Duffy Co., Chicago. Local Loan Co., Chicago, also will sponsor two periods broadcast on the golf tournament by Don Elder on Aug. 24 and 25, on WMAQ, 5:40-5:45 p.m. (CWT). Agency is Van Hecker Inc., Chicago.

Breck in New England

JOHN H. BRECK INC., Springfield, Mass., on Aug. 2 started *Beautiful Music*, featuring the American Girls Philharmonic Orchestra on 11 New England stations of the Blue network in behalf of hair preparations. Program is heard Wednesdays, 3:30-4 p.m., with a recorded repeat at 10:30 p.m. on WHDH Boston, the major market in the area covered by the New England stations. Program was tested for 13 weeks on WSPR Springfield. Agency is Charles H. Shelden Adv. Co., Springfield.

Washburn Crosby Study

WASHBURN CROSBY CO., eastern division of General Mills, New York, has appointed Grant Adv., New York, to handle advertising of General Mills products in the Western Hemisphere export markets. Agency is making a study of Latin American markets. Radio is being considered but no plans are available as yet.

Most Likely Candidate in 1944, and 1948!

Hartford already has more than its share of votes as this year's choice market for advertising investments. And the advertising placed here today will continue to bear dividends in the post-war years to come.

With or without war industry, in good times or bad, Hartford is always a leading market!

Invest your advertising dollars in Hartford. And invest them to best advantage in radio, on WDRC. Get effective and complete coverage of this entire trading area—at one low cost!

Connect in Connecticut by using WDRC!

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS

Connecticut's
Pioneer
Broadcaster

Tank-Piercing Bombs to Battle Fronts!

• A three-inch armor-piercing projectile, capable of penetrating the hardest tank armor plate yet perfected by Germany, is now being manufactured in a Denver plant which once made cotton fabric. Another Denver plant has just gotten into production on a newly perfected fragmentation bomb which experts consider the most efficient death-dealing instrument of its kind in the world.

These are just two of Denver's newer war industries. Three score or more other items of war are being manufactured including landing craft, submarine parts, chemicals and rubber products. Henry Kaiser is now tooling up a plant to begin turning out heavy artillery shells about January 1.

Throughout the Denver area today more people are at work in factories, fields and mines making and spending more money than ever before. Tell them now what you have to sell, used to have, or will have over KLZ.

• The new Denver-made anti-tank shell weighs 15 pounds and can pierce 3-inch tank armor, the toughest the Germans have yet perfected.

KLZ

Delivers the

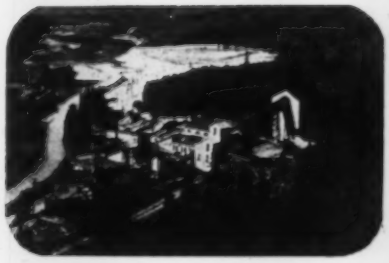
DENVER MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY

Denver Delivers MEAT and POTATOES

Colorado will produce the greatest potato crop on record this year, almost a million bushels over the 18,705,000 bushels produced last year. Volume of livestock passing through Denver stock yards is fifth in the U. S.



Denver Delivers MINERALS

Colorado is the nation's chief source of molybdenum and other war-vital metals and an important supplier of coal. Mining operations are at an all-time peak of activity.

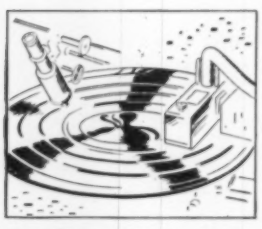
Denver Delivers SALES

Denver bank clearings during the first half of the year gained 14 per cent according to Dun & Bradstreet. People in cities, villages and on farms have money and are spending it.

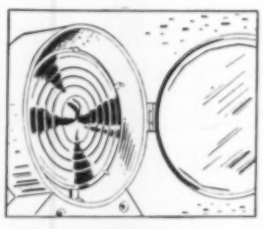
The parade that never ends...

The great cavalcade of entertainment marches on unceasingly. And because the world *needs* the diversion it offers, it must never stop, never grow stale.

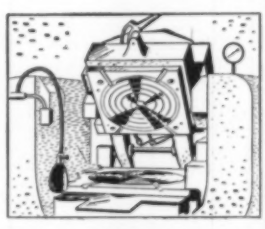
To help broadcasting companies keep this procession streaming from their own stations, is a service of World Broadcasting System. The World Library provides broadcasters with electrical transcriptions of more than four thousand selections, from which every kind of program can be built.



First, Western Electric Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.



Then, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.



Finally, each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.

World also helps program managers to present this material in a professional manner. As a World subscriber you receive 78 expertly planned scripts each week, suitable for sustaining or sponsor use.

World transcriptions are recorded by famous artists and orchestras —entertainers whom radio audiences know and want to hear. Capably directed in World's completely-equipped studios, these artists give their best on World transcriptions.

As new numbers—and new talent—become popular, World quickly gives them to its subscribers. At least fifty new selections are added every month.

In technical quality, World transcriptions are the finest that radio research has produced. The World Vertical-Cut Wide-Range transcription is recognized everywhere for clarity and for faithful reproduction.

* * *

Full details on the services that World is rendering to broadcasting stations will be sent upon request. Write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

WHAT 1,253,600 HOUSEWIVES CAN DO

. . . In a Fighting Mood

They can hasten the day of VICTORY by protecting their own health and the health of their working family . . . by preparing well balanced, vitamin rich meals every day . . . by saving FATS, salvaging tins and buying more BONDS. They can remember or forget your brand name . . . depending on whether or not you keep them reminded of your product by suggesting new *war time* uses for it. On WTAM the COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
NBC
A Service of Radio Corporation of America

EDUCATORS PLAN OCTOBER SESSION

AGENDA for the Eighth Annual Meeting of the School Broadcast Conference to be held at the Morrison Hotel, Chicago, Oct. 23-24 calls for "a working conference, with all delegates attending all sessions," according to George Jennings, director of the conference. "Broadcasters and educators will have an opportunity to present and discuss their problems so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, he said.

Dr. Lyman Bryson, CBS director of education, will be permanent chairman.

Fifth SBC annual award of merit will be presented to the outstanding contributor in radio at the annual SBC dinner, along with citations to schools and stations.

Members of the Executive Committee in charge of arrangements for the conference are: Judith Waller, NBC Chicago; Florence Warner, CBS Chicago; Myrtle Stahl, WGN-Mutual Chicago; David Heffernan, Assistant Superintendent of Schools, Cook County, Chicago; William Newton, BBC Chicago; Jerry Walker, WLS Chicago; Robert Hanson, WIND Chicago; Dean Douglass, RCA, Chicago; Elizabeth E. Marshall, Radio Council, Chicago public schools; George Jennings, Director of Radio Council; Lt. Col. Harold W. Kent, former director of the Radio Council and honorary chairman of the executive committee.

Stromberg-Carlson Head Issues Call to Engineers

A CALL to men in the armed forces or at school to take their places in radio engineering "with the least possible delay" has been made by Wesley M. Angle, president of Stromberg-Carlson Co., Writing on "Radio Past and Present" in the current issue of the official publication of the Institute of Radio Engineers, Mr. Angle especially pointed out the opportunities in communications engineering and sketched the history of that branch as he has known it as head of the Stromberg-Carlson Co.

Mr. Angle, also chairman of the subcommittee on postwar employment problems of the veterans' employment committee, National Assn. of Manufacturers, said that with the experience and advantages of the Army Signal Corps, specialized training, men of this branch will be the "new blood and the potential discoverer of some new application of communications' principles."

WNYC's 20 Years

WNYC New York commemorated its 20th anniversary with a series of four special broadcasts last week. On Aug. 11, Arthur Di Bonaventura, 14-year old pianist, was heard as soloist with the New York Philharmonic Orchestra. The following evening the Goldman Band concert in Prospect Park was dedicated to WNYC. On Aug. 13, the station broadcast a half-hour dramatization of its 20 years of broadcasting as a municipal station, and on Monday evening a special concert from Central Park Mall was to be dedicated to WNYC.

LATEST WAR BULLETINS, announcements, music — sweet and swing—are sent out from this control room over a public address system to the men of the 16th Armored Division of Camp Chaffee, Ark. In charge are two former radio men, Technician 4th Grade Ed Carder, former script writer for WLW Cincinnati, waiting his cue for the recording, and Technician 5th Grade John Cannon, who was an announcer for WBBM Chicago.

WSYR COMMENTATORS

Syracuse Hears Pair Who Covered War Areas

WSYR Syracuse, which maintains a correspondent in each major theatre of American operations, put one of them, H. R. Ekins, on a special broadcast under the sponsorship of the First Trust & Deposit Co. of Syracuse. Mr. Ekins recently returned from the European Theatre as an accredited correspondent attached to Gen. Eisenhower's headquarters. The Correspondent spoke before a crowd of war workers in Syracuse's largest auditorium, telling of action on front lines in the Normandy battleground, the robot and rocket bombed city of London, and action with the Navy in the mined waters of the English Channel.

At the end of Mr. Ekin's report, Vadeboncoeur, WSYR commentator, took over a question period and asked Ekins a series of questions. Vadeboncoeur returned not long ago from the Pacific [BROADCASTING, July 17]. The two commentators covered 37,000 miles, each flying 2,400 miles on combat missions.

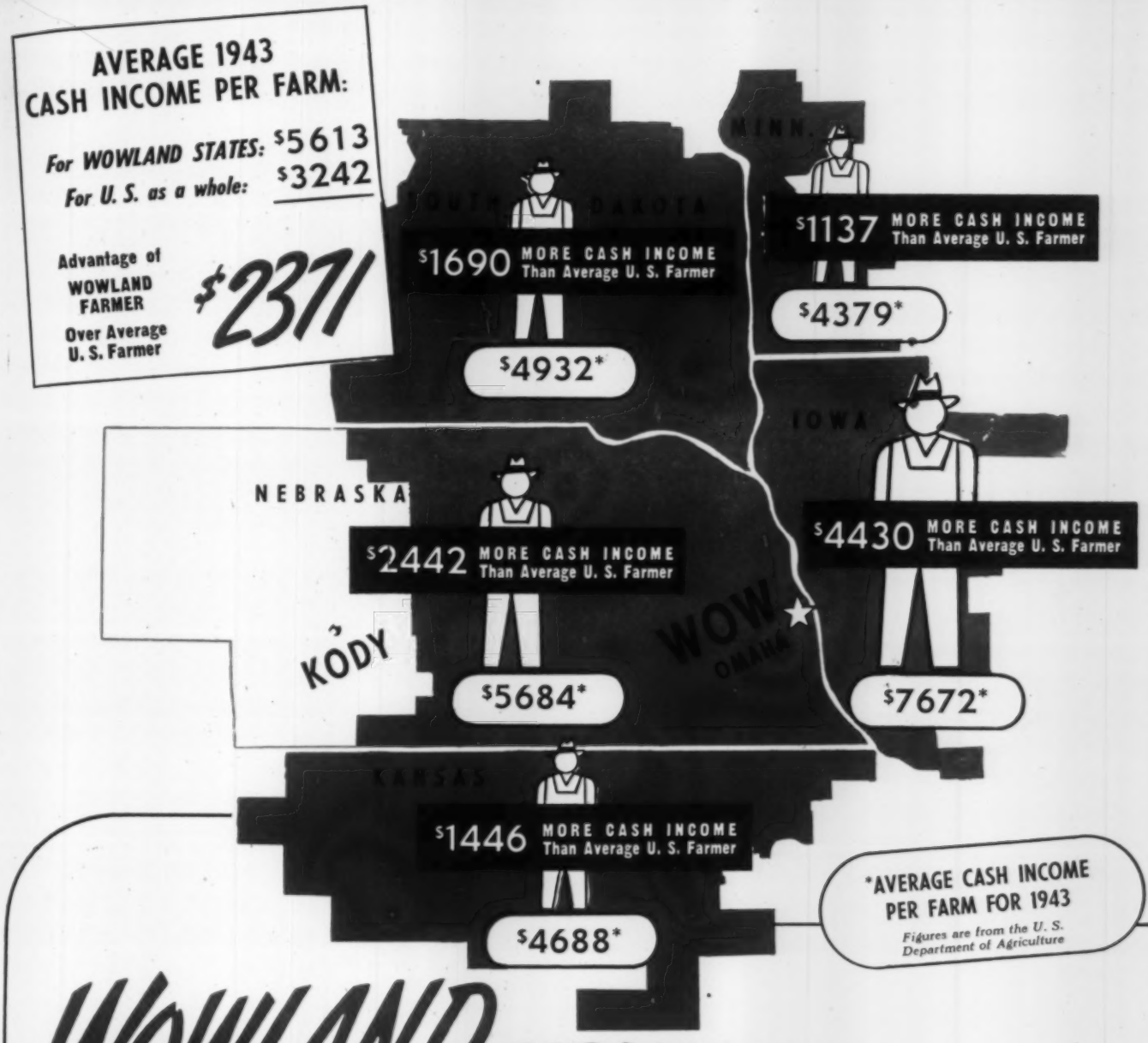
Blue Withdraws Plea To Feed Juarez Outlet

WITHDRAWAL without prejudice of the Blue Network's application to transmit programs to XELO Juarez, Mex., 150,000 w outlet across the border from El Paso, has been granted by the FCC. Pending since it was filed last May, the application set out that agreements had been made with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Googins Roosevelt Eidson, are identified, whereby the Blue programs would be fed to XELO through KFJZ Ft. Worth, headed by Mrs. Eidson [BROADCASTING, July 17].

Although the petition had been designated for hearing, no date was set by the Commission. Speculation was that protests would have been filed in view of FCC restrictions on super power in the U.S.

Perfume Plans

NISSY PARFUMES, New York, has appointed Lester Harrison Associates, New York, to handle advertising for Casbah and Mei Ling perfume and toilet waters. Radio is being considered.


AVERAGE 1943
CASH INCOME PER FARM:
For WOWLAND STATES: $5613
For U. S. as a whole: $3242
Advantage of WOWLAND FARMER Over Average U. S. Farmer
$2371
$1690 MORE CASH INCOME Than Average U. S. Farmer
$4932*
$1137 MORE CASH INCOME Than Average U. S. Farmer
$4379*
$4430 MORE CASH INCOME Than Average U. S. Farmer
$7672*
$2442 MORE CASH INCOME Than Average U. S. Farmer
$5684*
$1446 MORE CASH INCOME Than Average U. S. Farmer
$4688*
NEBRASKA
IOWA
KANSAS
KODY
WOW
OMAHA
*AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by 35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Lacey Heads Blue Sales

LEWIS LACEY, former radio director of Pacific Coast Adv. Co., San Francisco, and sales promotion manager of KTSA San Antonio, Tex., has been named manager of the new Blue Spot Sales West Coast office, San Francisco [BROADCASTING, Aug. 7]. Byron Nelson, KGO San Francisco account executive, has been transferred to the Blue in similar capacity, succeeding Gene Grant, who has gone to the network's Hollywood staff.

NBC Adds Two

KVOL Lafayette, La., and KPLC Lake Charles, La., on Aug. 15 join NBC as supplementary stations to the South Central group. Both outlets will be available only in combination with WSMB New Orleans. KVOL, owned by the Evangeline Broadcasting Co., operates unlimited time on 1340 kc with 250 w. KPLC, owned by the Calcasieu Broadcasting Co., operates unlimited time on 1490 kc with 250 w.

GATHERED FOR SEMI-ANNUAL sales meeting of WLW Cincinnati held at Crosley Square were representatives of the New York and Chicago offices and station executives. Seated (l to r): Harry M. Smith, general sales manager; Robert E. Dunville, Crosley vice-president and general manager; Eldon Park, assistant general manager. Standing: Madison Heartman, Mr. Smith's assistant; George Biggar, in charge of employe relations; Charles Kennedy, Chicago office; Neal Smith, sales service representative; Marshall Terry, director of the newly-created promotion activities division at WLW; Herbert Flaig, former commercial traffic manager, now a member of the WLW Chicago sales office; Warren Jennings, manager, New York office; Lou Sargent, manager of Specialty Sales; Bernard Musnik, New York; William Robinson, manager, Chicago office; George Comtois, New York; Virginia Jackson, Chicago; George Clark, assistant manager, New York office; Evelyn Porter, New York; Samuel D. White, sales promotion manager.

JETT IS SUCCESSOR TO CRAVEN ON IRAC

COMMISSIONER E. K. JETT has been designated as the FCC representative on the Interdepartment Radio Advisory Committee, succeeding T. A. M. Craven, who resigned July 1 to become vice-president of the Cowles group. As his last official act on IRAC Commissioner Craven completed an allocations study, which has been submitted to the FCC, the Board of War Communications and IRAC.

Commissioner Jett was the FCC representative on IRAC for several years, during his tenure as chief engineer of the Commission. He served the advisory group as chairman from April 1939 to April 1941. Shortly after his term as chairman expired he relinquished the IRAC post to devote more time to the Defense Communications Board, now the Board of War Communications, and was succeeded as FCC representative by Commissioner Craven.

Philip F. Siling, FCC assistant chief engineer in charge of broadcasting, has been secretary of IRAC for several years and Commission alternate. He has resigned effective Sept. 1 [BROADCASTING, Aug. 7] to take a post with RCA. His successor as alternate on IRAC has not been named.

New CIAA Programs

LATIN-AMERICAN influence in Hollywood film studios will be emphasized in future schedule of the Radio Division of Office of the Coordinator of Inter-American Affairs, according to Jack Runyon, West Coast radio manager, recently returned from Washington conferences with CIAA officials. Mirroring the trend with emphasis on Brazil, three programs currently are being readied for shortwaving and release via transcription on Brazilian stations. Besides *Hollywood Visits the Americas*, a musical show featuring interviews with film stars, and *Hollywood Speaks*, with Louis Olivera as narrator, new format and title is being arranged for the former *Hollywood at War* series. Broadened radio campaign also includes recorded versions of Hollywood Bowl *Symphonies Under the Stars* as well as individual half-hour recordings to be contributed by the film studios.

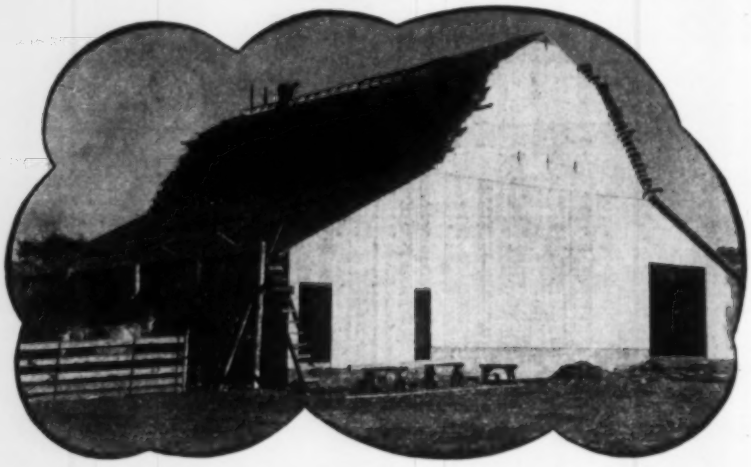
Burns & Allen Back

LEVER BROS., Cambridge, Mass. (Swan soap), following an eight-week summer hiatus, on Aug. 15 resumes *Burns & Allen Show* on 130 CBS stations, Tuesday, 9-9:30 p.m. (EWT). George Burns and Gracie Allen continue as stars under a recently revised contract which includes substantial salary increase. Jimmy Cash is featured vocalist. Felix Mills continues as musical director with Bill Goodwin, announcer. Ned Tollinger is producer of Young & Rubicam Inc., agency servicing the soap account.

Lee Hats Renewal

FRANK W. LEE Co., Danbury, Conn. (Lee hats), has renewed, effective Sept. 7, *Little-Known Facts About Well-Known People*, featuring Dale Carnegie, Thursdays, 9:15-9:30 p.m. (CWT), on 30 Mutual stations every Thursday. The 52-week contract is placed by Bermingham, Castleman & Pierce, New York.

NO PIPE DREAM



Gigantic Building Program Planned By 48.9% of Kansas Farm Families*

A new state-wide survey shows almost 50% of Kansas farm families already have "definite plans" to build homes, barns, sheds and granaries at the very first opportunity.

WIBW can help you lay the foundation for future sales of lumber, concrete, hardware, paint, equipment, and fixtures for these buildings.

If you did not get your free copy of this exclusive 55-page survey with charts and complete breakdown of these planned expenditures, a few copies are still available. Then let the friendly voice of WIBW get busy with some of the hardest-hitting selling you've ever seen in this six-state area.

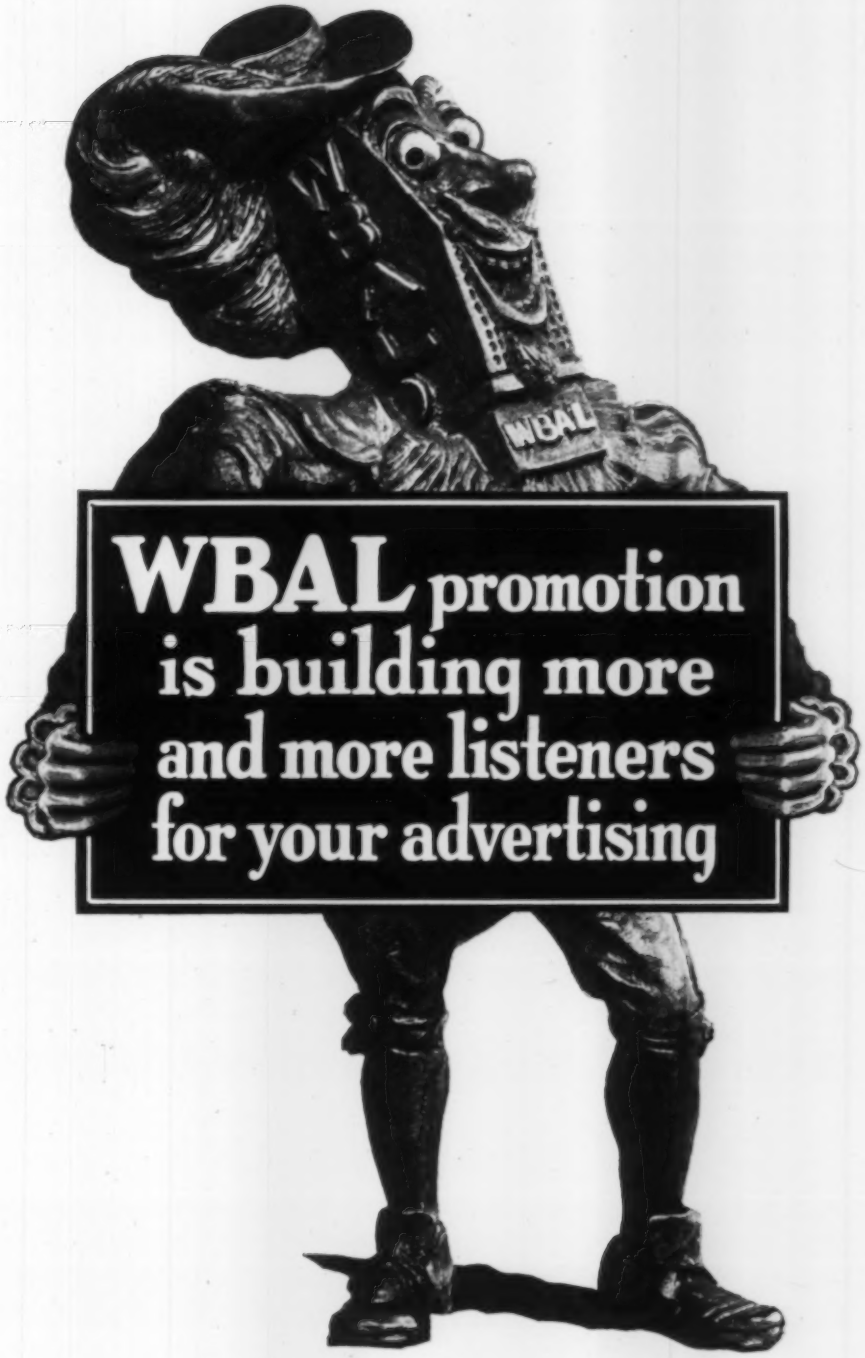
* Page 33 "Post-War Plans of Kansas Families" By Dr. F. L. Whan, University of Wichita

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

Armed Forces Stations Are Operating On Territory Once Part of Jap Empire

MOVING still closer to Tokyo, the first stations of the Armed Forces Radio Service to be established on former Japanese soil are now in operation in the Gilberts, Marshalls and Marianas. The American Expeditionary Station on Saipan went on the air Aug. 10.

Maj. True Boardman, one of the Morale Service radio officers in charge of setting up and coordinating operations of the AFRS stations overseas, returned to temporary duty in Washington last week and is currently at Los Angeles AFRS headquarters. A former freelance writer, Maj. Boardman wrote the *Silver Theatre* before entering the service. He was also with KHJ Los Angeles. Supervising installations for the latest Central Pacific stations is the fourth such assignment for Maj. Boardman. He has previously expedited AFRS radio operations in the Caribbean, Alaska and the Northwest Service Command.

Maj. Gould in Charge

The theatre radio officer in charge of the Pacific Ocean "Network" of stations at Kwajalein, Tarawa, Eniwetok, Makin and Saipan is Maj. Purnell Gould, former commercial manager of WBAL Baltimore. The first station of this group to go on the air was Kwajalein, with a big opening program July 4.

Crews of the stations, broadcasting for men of all services within the coverage area, are servicemen selected for their civilian radio experience and trained as units at AFRS school, Los Angeles. They go into newly-taken bases as soon as possible and operate as a "radio task force"'. Equipment is portable and can be set up in a few hours. It is believed Radio Kwajalein set some sort of record for speedy installation. From packing crates to on-the-air operation took the crew exactly two hours and ten minutes. All stations are installed at the request of the commanding general of the theatre.

Both receivers and PA systems are used to bring programs to the boys. Where there is a temporary scarcity of receivers, as in a newly occupied area, broadcasts are often picked up from the local station and rebroadcast over the PA of the movie auditorium an hour before the picture is scheduled, so that a large group can hear the program.

PRESS ASSN. last week announced that KALE Portland, Ore., and WHAI Greenfield, Mass., have contracted for the special AP radio wire.

Fighting on Guam Caught on Records

Tank Talk Is Heard on Ship And Recorded; Used by Nets

IN A TRANSPORT lying off Guam on the day of that island's invasion by the Third Marine Division was a Presto recorder that picked up the frequency of the shortwave tank radios and recorded for the first time in the war, action from a tank in actual combat. Bursts of 75 mm. cannon fire punctuated the orders given by the tank radiomen pointing out Jap mortars and snipers as the Marines advanced.

High point of the recordings was the command, "Fire a burst of machine gun," and after the loud splatter of gunfire resounded within the steel tank, a voice said, "That's it, you got him . . . He's still kickin' . . . Fire again."

The tank action is a portion of the Marine Corps recordings just returned to the States. Sgt. Alvin M. Josephy, USMC combat correspondent, formerly with WOR New York, Transradio Press and, prior to entering the service, chief of special events for OWI's Radio Branch, handled most of the action recordings.

Describes Fighting

Using a film recorder, Sgt. Josephy gave a complete description of the landings, beginning in a Navy transport, and on through the thick of the fighting, describing the battle as he walked up the coral reef, waist-deep in water, the mortar fire bursting around him.

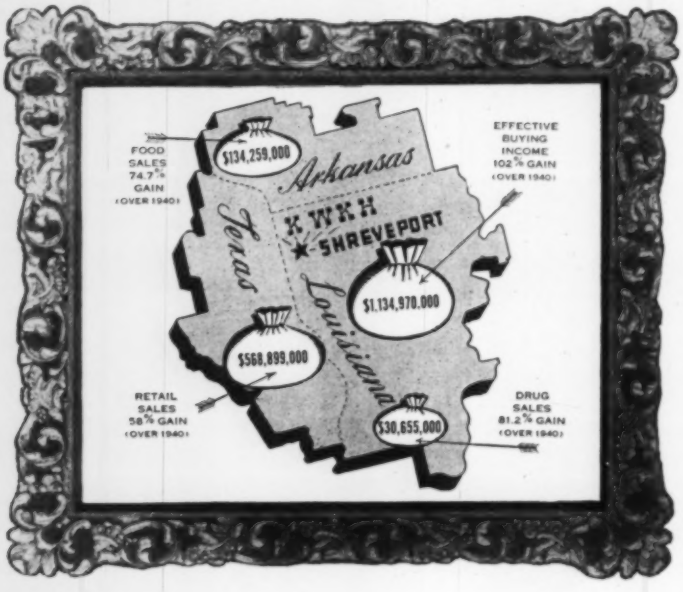
Doing the tank action pick-up from the transport was USMC Combat Correspondent Sgt. Edward C. Stodel, who formerly operated an advertising agency on the Coast. Sgt. Josephy's technician was Seabee Electrician's Mate 2nd Class John Wheaton.

The 2½ hours of recordings were processed and released simultaneously to all four networks Aug. 4. Mutual broadcast a half-hour of the material 11:30-12 midnight, and NBC put them on a 15-minute program Sunday, 1:15-1:30 p.m. An NBC spokesman called them the "most graphic combat recordings of the Pacific War."

Blue built a complete half-hour program around selected portions of the recordings, produced with linking commentary and music background. It was broadcast 3:30-4 p.m. Sunday. Lincoln Diamond was producer.

Chicle Spots

AMERICAN CHICLE Co., Long Island City, N. Y., a campaign for chewing gum has started four transcribed 30-second chain break announcements weekly on WJZ New York. Company is now using 30-second and one-minute live and transcribed spot announcements weekly at varying intervals on 150-200 stations throughout the country. Agency is Badger & Browning, N. Y.



PORTRAIT OF A

Prosperous MARKET

• No, it's not a war-boom market. Nevertheless it has shown steady gains, year after year, for several decades. Its rich resources such as oil, minerals, lumber, varied agriculture and livestock products, give this East Texas-North Louisiana-South Arkansas market a stability that will prevail long after Victory is won. It's a "must" in any well-rounded sales program. Let us show you how it will fit PROSPEROUSLY, into yours!

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH

50,000 WATTS

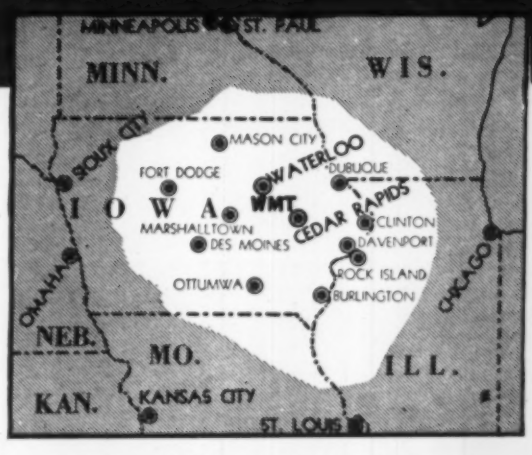
CBS

A Shreveport Times Station Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

Cows Outranks Bullets

In The WMT Corn Country!



WMT, with 5,000 watts on Iowa's best frequency (600-kc) offers you the largest primary (.5 Millivolt) area of any station in Iowa and gives you blanket coverage of 22½% of all the "Grade One" farm land in the U. S. In 1943 the 3.5% of the nation's farms included in this area accounted for 13.7% of all hogs and 7.5% of the total cash farm income. In round numbers that income reached $1,475,873,000.

War production is big business out here in the WMT Corn Country. But it is overshadowed in importance by the wealth that springs from our rich, black earth. Overshadowed still further by our normal industrial production.

When the day for reconversion comes, the pigs won't stop growing. Nor will contract cancellations hamper the endless harvests of golden yellow corn. Food processors, farm machinery makers and hundreds of other similar plants now in war work will be freed from their responsibilities to the armed forces. Then they'll turn with renewed vigor to supplying the needs of their long neglected civilian customers.

Stability, sound steady growth. These are the keys to why alert advertisers are paying increasing attention to the rich WMT Corn Country market. To reach buying power plus for now, and post-war too, include WMT in your plans.

BASIC COLUMBIA NETWORK

CEDAR RAPIDS

5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION

WATERLOO

Represented by the Katz Agency

McCall, Chaplin Home

FRANCIS C. McCALL, manager of NBC's news and special events department, and W. W. Chaplin, news commentator, have returned to New York from their European assignments. Mr. McCall went to London several weeks before the invasion to organize the special staff of reporters sent to that war area. Mr. Chaplin joined the staff of observers and commentators and covered the Normandy front. Mr. McCall will leave shortly for the West Coast to supervise the expansion of the NBC newsrooms in Hollywood and San Francisco in preparation for increased activity from the Pacific war theatre.

KSO Names Rep

KSO Des Moines, recently acquired from the Cowles interests by Kingsley H. Murphy, has appointed Headley-Reed Co. as its national representative, effective immediately. George Higgins, formerly of WTCN Minneapolis, is manager of the 5 kw Blue network station and will assume operation Aug. 20.

SOUTHWESTERN Electrical Appliance Co., Amarillo, Tex., has been appointed distributor for the Crosley Corp. in northwestern Texas, it was announced by B. T. Roe, Crosley Corp. manager of distribution.

THE NEW LIGHTHOUSE TUBE

New Disc-Seal Tube Puts Allies Ahead of Axis In Military Radio Field

REVOLUTIONARY disc-seal electronic tube, putting the Allies far ahead of the Axis in the military radio field, has been developed by engineers in the General Electric Electronics Laboratory, and can now be discussed in more detail than previously.

Bare existence of the tube—called the "lighthouse" tube by military radio men—was announced in April, but it is just now that the Army and Navy have allowed release of further information.

Its invention makes possible a large new group of ultra-high frequency electronic tubes, circuits and apparatus which now operate in parts of the spectrum impractical of use before the war. For example, the megatron, as it called by technicians, allows production of quick and high-quality FM radio and television relay systems, and makes possible for the first time the production of medium and high power television transmitters able to operate in the very high frequency bands.

The compact new tube is constructed in simple, parallel lines or layers, with glass and metal fused together in rigid, inseparable units highly resistant to shock. Parallel plane construction makes possible the production of higher frequencies at sufficient power, and also makes available many high and ultra-high frequencies from which one may be selected for a service and used without interference from others.

GE's invention has been made available to Allied private and government scientific groups.

LIGHTHOUSE tubes get a thorough inspection by engineers (l to r): J. E. Beggs and R. J. Bondley, of the General Electric Electronics Laboratories.

PROOF

OF RESULTS *from* RICHMOND'S

WRNL

Here's a result story that speaks for itself.

Advertisers don't renew contracts unless the medium they use "pays off" in results.

70.8%

of the national advertisers on this station are renewals.

88%

of the local advertisers on this station are renewals.

In Richmond It's WRNL

5000 WATTS NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

in the CONTROL ROOM

JOHN W. BUBBERS, has been appointed studio engineering supervisor of WOV New York, replacing Allen R. Bradley, resigned. Donn Colee, formerly with WFOY St. Augustine, Fla., and Sidney Jaffe, formerly with Hamilton Radio, New York, have joined the station as engineers.

THOMAS E. LIVERSEY, radio control operator at Budd Field, Bustleton, Pa., has joined the announcing staff of KYW Philadelphia.

ART MILLER, operator of CKWX Vancouver, is the father of a boy.

DAVID KEES, engineer of KSFO San Francisco, is the father of a girl.

DALE DWELLEY, formerly of KRE Berkeley (Cal.), has joined the engineering staff of KSFO San Francisco.

CHARLES E. MacFARLAND has joined CKGB Timmins, Ont., as transmitter operator. His son, Bruce, is an announcer of CKGB.

TOMMY RICHARDS, former transmitter operator of CKGB Timmins, Ont., with the Canadian Army overseas, was wounded on the Normandy beachhead, and is now in hospital in England.

SIMEON W. STRAUSS, of Arvey Corp., Chicago, has been appointed midwest sales manager in charge of sales promotion for all products manufactured in the Chicago plant.

ZENITH RADIO Corp., Chicago, was awarded the green and gold guidon for 'Superior War Plant" protection by officers of the Sixth Service Command, Chicago.

MBS Bond Group

MBS has named its War Bond Committee to work with the Treasury's Radio Section and OWI in Sixth War Loan promotion. The committee is composed of Millier McClintock, MBS president, as chairman; Adolph J. Opfinger, director of programming; Robert Schmid, director of sales promotion and research; Edward W. Wood Jr., sales manager; James O'Bryon, director of publicity; Tom Slater, director of special features; Paul Jonas, assistant director of special features. The Network Bond Committees [BROADCASTING, July 31] were created at the suggestion of Robert J. Smith, chief of the War Finance Division's Radio Section, so that each network would be able to plan, publicize, and produce its own shows during War Loan drives with a minimum of outside interference, but with the maximum of assistance from the WFD.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ALUMINUM Co. of America, Pittsburgh, (Institutional), on Sept. 17 resumes *Lighted Windows* with Ethel Barrymore on the full Blue network, Sundays, 3:30-4 p.m. Agency: Fuller & Smith & Ross, N. Y.

FITZSIMMONS STORES, Los Angeles (chain stores), on Aug 15 starts for 13 weeks *Fulton Lewis jr.* on 2 Don Lee Cal stations (KHJ KFXM), Tues., Thurs., 9:30-9:45 p.m. (PWT). Agency: Edward J. McElroy Adv., Los Angeles.

CAMPBELL SOUP Co. Ltd., Toronto (canned soups) on Sept. 10 starts *Radio Reader's Digest* on 25 CBC Dominion network stations including CBS outlets CFRB and CKAC, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

LEHN & FINK (Canada), Toronto (Hind's Honey & Almond Cream) on Sept. 11 starts *Blind Date* for 39 weeks on 21 CBC Dominion network stations, Mon. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

AMERICAN OIL CO., Baltimore, on Aug. 17 and 20 respectively renews *CBS World News*, Thurs., 6-6:15 p. m., and *Edward R. Murrow*, Sun., 1:45-2 p.m., both on 61 CBS stations. Agency: Joseph Katz Co., Baltimore.

BORDEN CO, Toronto (milk products) on Sept. 7 renews *Canadian Cavalcade* on 27 CBC Dominion network stations, Thurs. 9:30-10 p.m. Agency: Young & Rubicam, Toronto.

BOWEYS Inc., Chicago (Dari-Rich Products), on Sept. 23 renews *Stars Over Hollywood*, on 49 CBS stations, Sat., 12:30-1 p.m. Agency: Sorensen & Co., Chicago.

Network Changes

WM. WRIGLEY JR. Co., Toronto (gum), on Aug 15 changes *Treasure Trail* from the CBC Trans-Canada network prairie division, to 10 CBC Dominion network prairie division stations, with show originating at CKRC Winnipeg, Tues. 10:30-11 p.m. Agency: Jack Murray Ltd., Toronto.

PACIFIC COAST Borax Co., New York (Borax & Soap chips), on Aug. 10 replaced *Death Valley Days* with *Death Valley Sheriff*, on 62 CBS stations, Thurs. 8:30-8:55 p.m. (rebroadcast—11:30 p.m.). Agency: McCann-Erickson, N. Y.

EMERSON RADIO & Phonograph Corp., New York, (Institutional), on Aug. 20 discontinues *Green Valley U.S.A.* on 63 MBS stations, Sun., 5-5:30 p.m. Agency: Wm. H. Weintraub & Co., N. Y.

EMPLOYERS GROUP, Boston, on Sept. 17 shifts Cedric Foster from Sun. 10-10:15 p.m. to 170 MBS stations, Sun., 9:30-9:45 p.m. Agency: H. B. Humphrey Co., Boston

CLARK BROS. Chewing Gum Co., Pittsburgh, on Sept. 17 shifts *Good Will Hour* from Sun., 10:15-11 p.m. to Sun., 10-10:45 pm. on 121 MBS stations. Agency: Walker & Downing, Pittsburgh.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

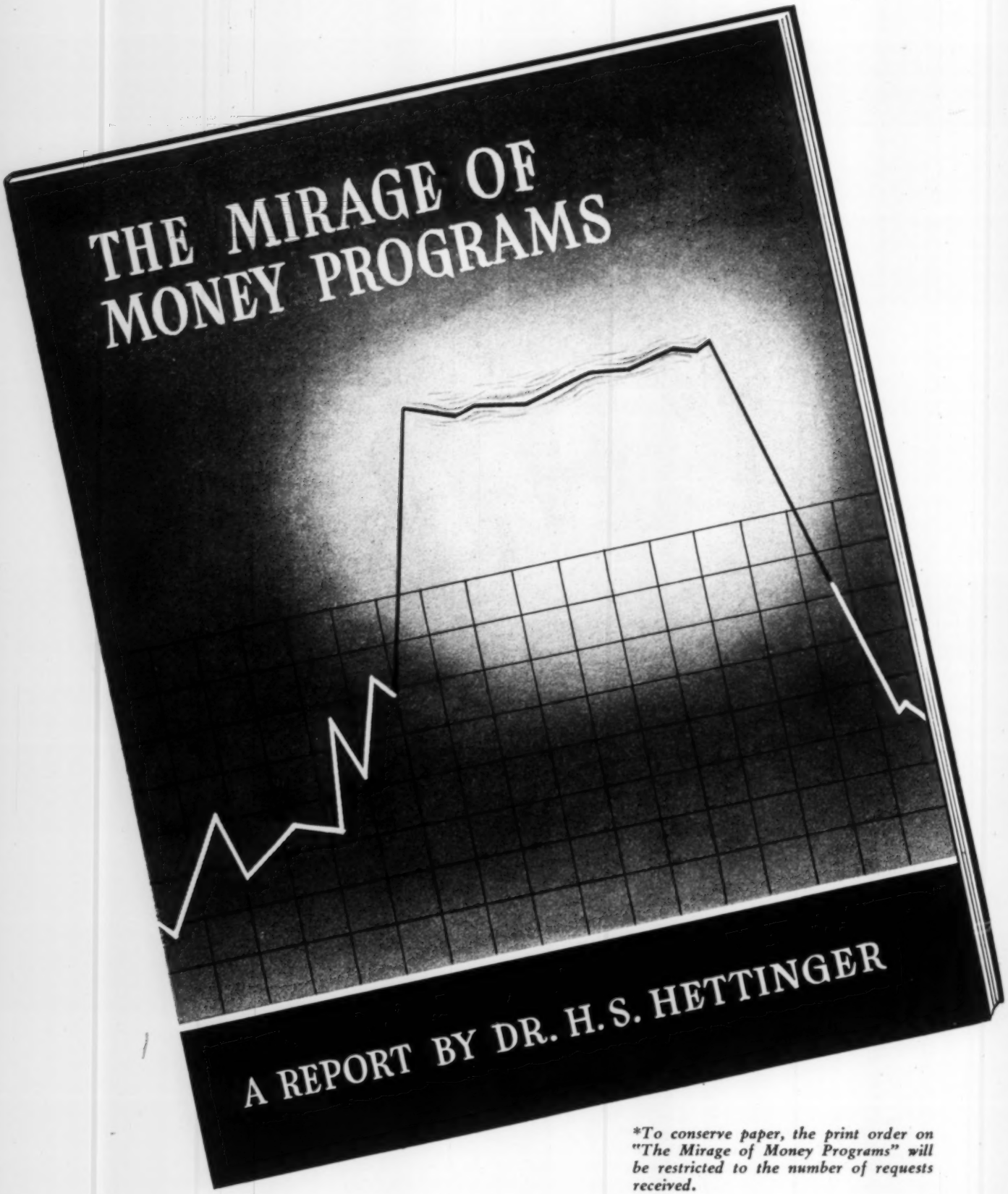
Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Crossroads to an Empire, in the very heart of Spokane. Five transcontinental railroads link the nation to this empire rich in hydro-electric, agricultural, mining and lumbering resources, where retail sales for the first four months of 1944 (Spokane only) increased 4% over the previous year. KHQ, too, is "Crossroads to an Empire," covering the entire area at the cost of only *one* medium.



**To conserve paper, the print order on "The Mirage of Money Programs" will be restricted to the number of requests received.*

HERE ARE THE FACTS ABOUT "MONEY PROGRAMS":

We believe that sound programming is the only basis upon which a TRUE AUDIENCE can be built . . . an audience that *listens* and makes your radio dollar profitable.

To prove our point, WSAI deliberately inaugurated a money-for-listening campaign, and retained Dr. Herman S. Hettinger, former dean of the Wharton School of Finance, University of Pennsylvania, to make a thorough study of the FACTS, as gathered by C. E. Hooper, Inc. in Cincinnati, as well as in other cities where this type of programming was being used.

That report is now ready. It is factual . . . it is revealing. It tells radio executives, advertisers and agencies the TRUTH about listening indices based on dialing for dollars. It shows, through sound, incontrovertible research,

1. The effect of money-give-away program *on station ratings;*
2. The effect of money-give-away programs *on audience listening habits;*
3. The inherent dangers in *inflated radio audience figures.*

Dr. Hettinger's report is compiled in the brochure "The Mirage of Money Programs" . . . available to any radio station, advertiser, or advertising agency interested in this important, eye-opening study.

*Copies are available on request.**

WSAI

Division of The Crosley Corporation
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO

XUM

Editorial

WAC Work

CONTROVERSY over exclusion of radio from the initial phases of the WAC paid advertising campaign has ended. All parties involved have composed their differences in the proper spirit. Radio is to get a portion of the WAC advertising budget and radio thereby has won its point against discrimination.

Question has been raised about the methods employed in focusing attention on radio's position. There have been bruised feelings and frayed nerves. Because the result is just and the cause righteous, the issue won't be prolonged. Hundreds of stations—notably the smaller ones—will benefit. It isn't the immediate revenue, but the competitive effect. Many stations have reported in the past that newspaper competitors have solicited their accounts on the basis of paid Government recruiting business. They have told radio users that Uncle Sam uses newspapers on a paid basis when it wants results, while stations can't give away their time.

Lewis H. Avery, NAB director of broadcast advertising, brought the issue into the open with his "open letter" to Young and Rubicam. Stations got solidly behind him. OWI, acting entirely independent, decided to withhold radio allocations for the WAC campaign, serving notice that the practice of spending Government money for advertising in other media and expecting to get it free from radio had to be stopped.

Both actions were courageous and unorthodox. But they were effective. Radio gives its thanks to Mr. Avery and to George Ludlam and John Hymes of the OWI Domestic Radio Bureau. The willingness of officials of Young & Rubicam to recognize the validity of radio's arguments, after misunderstandings were cleared, also is worthy of commendation.

Here are the constructive results achieved: (1) All concerned now are aware of the policies of broadcasters with respect to Government paid advertising; (2) broadcasters have shown they can take a unified stand in the interest of small and large stations alike; (3) radio has served notice it won't play second fiddle or be taken for granted.

Now there's a job to be done. The Army needs WACs—more than it has ever been able to recruit through contributed advertising. One reason may be that OWI announcements haven't been given choice time, which is understandable in view of concentration of previous WAC advertising in other media.

With network allocations restored, national advertisers can be depended upon to weave the OWI messages into their programs with punch and appeal. The networks, preferring to give rather than sell time, will devote tailor-made programs to the cause. Stations will enlist aid of local Army PRO's in staging shows.

The WAC recruiting appeal is emotional. It is an appeal to patriotism, to take one's place alongside a fighting husband, brother or son.

Radio is admirably equipped to do the job. Radio has done it before on other recruiting campaigns. It'll do it again.

CIO Radio Action

OPEN SEASON for pot-shotting at radio is on. It comes with the political campaign year. The self-anointed star performer is the CIO and its ubiquitous Political Action Committee, which elbowed its way into the political limelight at the Democratic Convention at Chicago. There are other satellites, not associated with CIO.

There is a revival of the radio version of the Legion of Decency, which set out to "clean up" the movies years ago and afterward took a fling at radio. The spectre of the prohibition issue again arises with a complaint to the FCC by Rev. Sam Morris, ardent prohibitionist and ex-unlicensed broadcaster, against Texas stations which accept beer and wine accounts but won't take his gospel in opposition. There are letters to newspapers complaining about commercials.

But the CIO all-out foray is one that bears watching. It is an organized campaign. The *Radio Handbook* of its Political Action Committee is a brazen, impudent effort to pressure broadcasters into yielding free time to CIO unions. Almost every pressure method ever devised is trotted out—complaints to the FCC, to newspapers and to union headquarters. A block-buster is dropped upon the NAB Code of Ethics, which has worked well in fostering self-regulation in radio. Unions are told to "shout" and "make it loud"; organize radio committees; get station refusals in writing.

CIO doesn't stop with its effort to cudgel stations into allotment of free time. It urges its affiliates to seek FM stations to provide their own radio voices. Here CIO may find itself in a dilemma.

Let's assume that CIO unions get their own stations. There should be FM facilities aplenty with engineers predicting as many as 3,000 stations under existing allocations. If these stations offer an acceptable program service, they will attract audience. Some unions have their own newspapers. Perhaps they can have their own FM stations, too.

But what about the contradiction in CIO's two radio philosophies—muscling-in on time of existing stations as against operation of its own outlets? Would the CIO outlet in Detroit give equal time to General Motors or Ford on labor management issues? Would CIO afford to AFL time in which to solicit membership? Would it allow a Father Coughlin to go on without scrutiny of his script? Would it sell time to the National Assn. of Manufacturers? Would it stand by when complaints are made because of alleged "unfairness"?

The CIO campaign, geared to tie into the elections, has been in the making many months. It has had expert legal guidance, with a former top attorney of the FCC as its assistant general counsel. The complaint filed with the FCC against WHKC Columbus was part of the effort. Protest against network and station policies in refusing to sell time for union membership campaigns, brought to light at the hearing on the sale of the Blue Network nearly a year ago, was an opening gun.

The station executive must decide for himself whether he will sell or allocate time for discussion of controversial issues. He doesn't have to do either in the first instance. The responsibility for good radio and balanced programming is his. CIO can shout to the high heavens if it wishes. The decision still rests with station management.

Our Respects To --

FRANK MARION FOLSOM

"GIVE the customers what they want," is Frank Folsom's Golden Rule of merchandising. It has brought him up through the ranks from a behind-the-counter department store salesman to the vice-presidency of the Radio Corp. of America, in charge of the RCA Victor Division.

When he joined RCA the first of this year he brought with him an invaluable knowledge of "the buying public" and an appreciation of what they want, and of how they want it. He feels it is as important to provide pleasant human relationships as to produce a top product, reaching these conclusions after long years of merchandising.

He entered the selling field in Portland, Ore., working in department stores after school. For a while he was with Lipman Wolfe & Co., in Portland, next Hale Bros., San Francisco. An interesting note on his connection with Hale Bros., is that he was vice-president and general manager of that company on the Pacific Coast when it owned KPO and currently is a top executive of the company affiliated with NBC, which now owns the station.

Shortly after he joined Weinstock Lubin & Co., Sacramento department store, the first World War interrupted his career. He entered the Army Air Corps. But after the war he returned to merchandising.

In 1932 Frank Folsom joined Montgomery, Ward & Co. as manager of the Pacific Coast operations for both mail order and retail stores. One year later he was named vice-president in charge of merchandise and a director of Montgomery, Ward with headquarters in Chicago.

He transferred to Goldblatt Bros., Chicago, in 1940 as executive vice-president and general manager. When he had served only a few months Donald Nelson, then Coordinator of Purchases in the National Defense Advisory Council, called him to Washington to become purchase consultant for the Council.

When his work was done in Washington, Mr. Folsom returned to Goldblatt Bros. But only for a short time. The day after Pearl Harbor, Donald Nelson requested his return to Washington as Deputy Director of Purchases for the Office of Production Management.

In February of the following year Frank was honored by a letter from the late Secretary of the Navy, Frank Knox, appointing him Assistant Chief in charge of the Procurement Branch of the Navy.

He served in Navy Procurement until January 1944 when the position of vice-president and director of the Radio Corp. of America, in

(Continued on page 40)

22,565 Hours of Continuous Service Since Pearl Harbor

To KOIN wartime means service 24 hours a day. The technical staff, the men behind radio's front line, make this record possible. They have served wartime radio without fanfare—this page acknowledges their service.

Louis Sumner Bookwalter

KOIN's Technical Director and Chief Engineer

As one of the nation's top-ranking engineers, Louis Bookwalter planned and directed all technical operation, designing and construction of all equipment used. He came to KOIN 13 years ago from a position as Division Engineer, New York Division, Columbia Broadcasting System. His construction and engineering innovations have established national patterns.

Robert Hartzog

Control Room Supervisor

Is responsible for the efficiency of both remote and studio operation. With KOIN since 1932.

Wm. E. Richardson

Transmitter Supervisor

One of the best known engineers on the Coast. With KOIN since 1939.

Earl Denham

Construction and Maintenance Supervisor

His supervision insures mechanical perfection. With KOIN since 1930.

The work of the technical staff has implemented the wartime public service voice of KOIN. From the roar of 30,000 war bond buyers in Multnomah Stadium to the falling of a towering Douglas Fir in the heart of Oregon's forests, their skill and equipment have been unfailing.

KOIN

PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

Over 700 men were trained for radio technicians, U.S. Navy, by these eight KOIN instructors. This was additional war effort, swelling their individual work week to an average of over 70 hours. *Reading left to right, top row:* Henry Sturdevant, C. J. McCredie, Lloyd Street, Arthur White. *Seated:* Howard Endicott, Wm. Richardson, L. S. Bookwalter. *Seated on desk:* Earl Denham.

IT TAKES
a "Long Tom"
to Pulverize the Enemy

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(Continued on page 38)

charge of the RCA Victor Division was offered him, and he accepted.

When he went to RCA, he received over 50,000 letters of congratulation from men and women throughout the country. The then Undersecretary Forrestal, the late Secretary Knox, and Donald Nelson were among the first of the high Government officials, industrial leaders, and associates who expressed appreciation for the solid contributions Frank Folsom had made to wartime America.

In his present position Mr Folsom has an opportunity to contribute to the radio industry his merchandising background, his Washington experience, his extensive friendship with big and little people everywhere, and above all his down-to-earth, human approach to every problem.

Born May 14, 1894 in Sprague, Wash., Frank Folsom is American to the roots. The son of Edward P. and Anna Folsom, he is a direct descendent of John Folsom who settled in Hingham, Mass., in 1638. He attended public schools in Sprague and in Ashland and McMinnville, Ore. He received an LL.D from the U. of San Francisco.

His interest in education and cultural projects has led him to become a trustee of Rosemont College, a member of the Northwestern University Associates, Evanston, Ill., and the University of San Francisco Associates.

An even wider interest in people is shown in his club membership. He belongs to the Chicago Club; Glenview Club; Commonwealth Club of Chicago; Board of Governors of the Extension Society, Chicago; Penn Athletic Club, Philadelphia; Rockefeller Center Club, New York; American Legion.

On Aug. 5, 1917, Mr. Folsom married Gladys Mabel Jordan. They have three married daughters, and two sons, both in the service.

One son Lt. (j.g.), Harry F. Folsom has chalked up a score of three Jap planes in the Pacific and has won the Navy Air Medal. Speaking to employes at RCA a few months ago, Mr. Folsom said, "I like to think that my son flying a B-24 bomber somewhere in the Pacific is enabled to do a more effective job . . . because of the RCA equipment on the bomber he is flying and in the ground stations with which he is kept in contact."

That remark is something of a key to a man who has learned to translate the impersonal into something warmly human—whether it is a mail-order spool of thread or a radio control tower.

ARTURO TOSCANINI will conduct the NBC Symphony Orchestra on the *General Motors Symphony of the Air* for eight weeks starting Sunday, Oct. 29. He will conduct all Beethoven concerts during the period.

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPER April-May, 1944

TAKE A LOOK AT THE RECORD that's all we ask!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

Personal NOTES

NELSON, POYNTER, editor of the *St. Petersburg Times*, which operates WTSP, has been named a member of the National Citizens Political Action Committee, sponsored by the CIO.

HERMAN S. HETTINGER, of the executive staff of Crowell-Collier and former campaigns manager of OWI, has been elected to membership on the War Advertising Council and is its campaign manager for economic stabilization.

MRS. AURELIA S. BECKER, president and general manager of WTBO Cumberland, Md., has been elected a director of the Cumberland Chamber of Commerce—the first woman to serve on the board.

C. S. YOUNG, general manager of WBZ Boston, supervised the annual rendezvous of the Boston Power Squadron to Provincetown. He was recently made commodore of the Squadron. WBZ sales manager C. Herbert Masse, another member of the Squadron, also was on the trip.

H. ELLIS SAXTON, former district traffic maanger Pennsylvania Central Airlines, Milwaukee, has been named promotion director of WISN Milwaukee.

GEORGE H. SMITH, formerly general sales manager of Edison General Electric Appliance Co., Chicago, has joined the Magnavox Co., Fort Wayne, Ind., as sales manager of the radio photograph division.

MABEL BUTTERFIELD, Blue western division assistant sales promotion manager, has resigned following her marriage Aug. 6 to Jerome E. Badgley, sales promotion manager of Southern California Telephone Co. in Beverly Hills.

GEORGE A. WHITNEY, account executive of KFI Los Angeles, has been named station sales manager. He replaces Clyde Scott who has resigned to become general manager of KECA Los Angeles.

HENRY R. PORTER, statistician in the MBS research department, has been promoted to assistant manager. Additions to the department include Fred Schnier, formerly in the network's executive department; Harriet Woolsey and Margaret Norris, formerly with the U. S. War Dept.

T. FRANK STUBBS, general manager of KFNF Shenandoah, Ia., is recuperating from an operation.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Meet the Old Dirt Dobber

(AND FRIENDS)

"Meet the Old Dirt Dobber" is the title of an imposing spread on WLAC's Tom Williams, scheduled to appear in the September issue of Better Homes & Gardens. Beautiful full-color pictures of the Williams' gardens, near Nashville, as well as photos of his radio cast, are featured. The Old Dirt Dobber is heard daily, Monday through Friday, over this 50,000-watt station and his Saturday network program, carried by more than seventy CBS stations, originates in our studios.

DINAH SHORE, who started her meteoric career here at Nashville, was honored this spring by the Old Dirt Dobber when he named a new bronze-gold Iris for her. Dinah graciously acknowledged the honor on her CBS network program.

IRENE BEASLEY, singing lady of the CBS program, "Neighbors," was given the "Green Thumb Award" by the Old Dirt Dobber. She devoted half of one of her day's programs to telling the country about the famed plant expert.

HELEN JEPSON, lovely Metropolitan Opera star, was recently the recipient of a "Green Thumb Award," a recognition given people who have a knack for growing things. Miss Jepson is only one of a long list of celebrities nominated for the coveted award.

The name? Tom Williams was given his radio name quite by accident. In reality it belongs to an industrious member of the wasp family which spends its daylight hours digging in the soil and improving the appearance of its house. One day, an announcer at WLAC started Williams' program by saying, "Well, here's that Old Dirt Dobber, again." The name stuck. (Photo shows Williams holding a specimen ot his Dinah Shore Iris, which was flown to California to blossom for the noted star.)

WLAC

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented by Paul H. Raymer Co.

It could Only Happen Here *--and Now!*

There are 270,042 Federal employees in Washington. 5.05 per cent more than in 1942.

They and their families come from every city and state.

They eat, smoke, use cosmetics, buy clothes just the same as they did back home.

Where else can you get this National coverage but here--and now?

The Best Test Market at MINIMUM COST

WINX

Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY
New York · Philadelphia · Chicago

THOR L. KROGH, editorial assistant of BROADCASTING in New York, on Aug. 3 became the father of an 8 lb. 10 oz. daughter, Norene Patricia—the Krogh's first child.

LT. COL. TOM LEWIS, commanding officer of Armed Forces Radio Service, Hollywood, is the father of a boy. Mrs. Lewis is known professionally as Loretta Young, film star. Lt. Col. Lewis was formerly a vice-president of Young & Rubicom.

ERNEST MILES, commercial manager of CKCL Toronto, for the past 15 years has resigned to join Al Leary, manager of CKCL, in the formation of a new Toronto station where he will also be commercial manager.

WILLIAM R. SETH, former assistant program director at WKBN Youngstown, has been apointed promotion director of NBC's radio recording department, a new position.

RAYMOND KENNETH BURNET, formerly with Walter E. Heller & Co., banking firm, has been appointed to the radio tube equipment sales staff of Sylvania Electric Products, New York. Mr. Burnet will make his headquarters in the Chicago office.

TOM PEDLAR, formerly with Joseph Hershey McGillvra Inc., New York station representative, has joined the commercial staff of WPAT Paterson, N. J.

CHARLES H. GALE, formerly with Hill & Knowlton, New York public relations firm, has opened a public relations office under his own name at 515 Madison Ave., New York.

DOROTHY LEWIS, NAB coordinator of listener activities has been appointed radio chairman of the Farm & Safety Committee, New York State Dept. of Health, following a radio conference held by the department in New York July 27 [BROADCASTING, July 31].

LESLIE C. VAUGHAN, formerly in the NBC accounting department, has been appointed manager of the network's office services division and assistant director of the General service department, with responsibility for the operations in the stenographic, mail-messenger, duplicating, supply and receiving and central files section.

CAPT. JOHN M. SHERMAN, former FCC radio inspector in the Twin Cities and afterward chief engineer of WTCN St. Paul and the North Central Broadcasting System, is at Walter Reed Hospital, Washington, recuperating from a surgical operation.

ROBERT SWEZEY, counsel of the Blue Network legal department, is the father of a boy.

BEARDSLEY RUML, treasurer of R. H. Macy Co. and chairman of the Federal Reserve Bank of New York, has been elected a director of Muzak Corp.

WILLIAM C. SPEED, former vice-president in charge of manufacturing for the Audio Devices Inc., New York recording disc manufacturers, has been appointed president of the firm and also of Audio Mfg. Corp., New York. He succeeds Hazard E. Reeves, resigned.

MILLER McCLINTOCK, MBS president, returned to his office last Wednesday after a 10-day absence following a heart attack, to find that an air-conditioning unit had been installed, the only one in Mutual's New York headquarters.

BALDWIN HARPER, former production supervisor of the Office of War Information, has joined CBS as an assistant director. Robert Menefee and Bernard Bennett, former announcers of WTOP Washington, have joined the announcing staff of CBS. Don Archer, an assistant director at CBS, has been assigned to travel with the *Vox Pop* program.

Dillon Back at KRNT

ROBERT DILLON has just received his medical discharge from the Army and is returning to KRNT Des Moines as commercial manager. Before joining the service, 20 months ago, Mr. Dillon was sales manager for KRNT-KSO. KSO has since been sold to the Kingsley Murphy interests of Minneapolis. Mr. Dillon entered the Army as a private and rose to a second lieutenant at the time of his discharge, serving in the public relations department for the Flying Training Command at Hondo, Texas.

Lt. Dillon

KECA Names Barron

DRAWING his staff primarily from returned veterans of the current war, Clyde Scott, general manager of KECA Los Angeles, newly-purchased Blue network station, has appointed Amos Barron as sales manager. Mr. Barron was an account executive of KFI-KECA before going into the Army. Other KECA appointees include Bill Davidson as production manager with Jimmie McKibben and Bill Holmes writer-producers. Matt Barr, formerly publicity director of KFI-KECA who recently shifted to sales division, has been made an account executive of the latter station. With exception of Mr. Barr, all are returned war veterans.

Hogue's Second Post

HENRY HOGUE, former general manager of KWRC Pendleton, Ore., has been appointed general manager at KTKN Ketchikan, Alaska, according to Edwin A. Kraft, owner of KTKN and KINY Juneau. Under arrangements completed with USO, both Alaskan stations now present programs by actual combat forces of Army, Navy and Coast Guard, as well as rebroadcasts from Army shortwave stations. John Felthouse has replaced Robert Nichols, now in the armed forces, as resident engineer of KINY. Completion of a new 5,000 watt station transmitter, now under construction, is scheduled for Sept. 1.

A Quality Audience

While WLIB's musical programs appeal to all classes because the whole repertory of music, with the exception of "jazz, jive and swing," is skilfully programmed, yet adults in the upper middle-incomed group make up the largest portion of our audience. Why? Since higher incomed adults are generally exposed to the fine things in life and since WLIB's programs of familiar good music are fine and down to earth, these people naturally gravitate to the station. WLIB's civilized programs are definitely in good taste and thus become more appealing to these people who are not highbrow but are sensitive to quality.

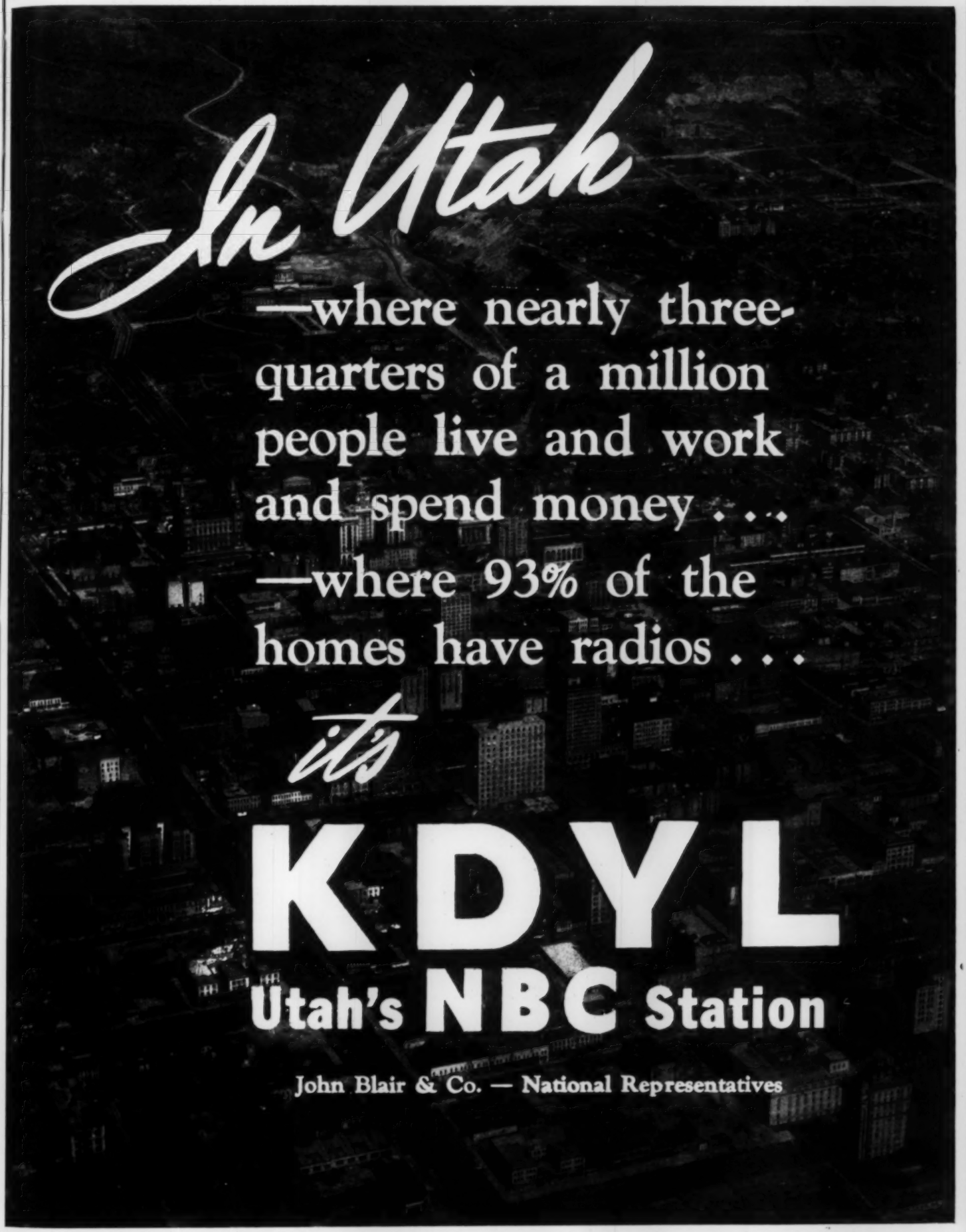
Is it any wonder then that advertisers benefit from the quality and enthusiasm of an audience that has the desire and the means to buy products and services advertised in good taste and in pleasant surroundings over WLIB?

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK


In Utah
—where nearly three-quarters of a million people live and work and spend money . . .
—where 93% of the homes have radios . . .
it's
KDYL
Utah's NBC Station
John Blair & Co. — National Representatives

BEHIND the MIKE

CORNELIUS C. O'DEA, New York Blue news editor, will be promoted to director of special events Blue, Chicago, replacing Gene Rouse, now program manager, effective Sept. 15. Mervin Clough, central division day news editor, goes to New York Aug. 28 to replace Mr. O'Dea.

NORMAN CORWIN, CBS script writer, will handle a special show for the network following discontinuance of *Columbia Presents Corwin* on Aug. 15.

BILL MEREDITH and Bob Maley, former members of the WLW Cincinnati continuity staff, are now handling continuity while stationed at Camp Crowder, Mo.

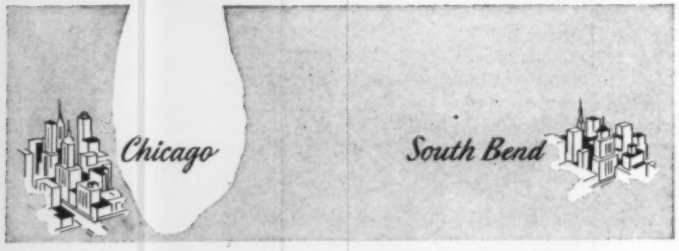
SANFORD MEISNER, New York stage director, has joined the Television Workshop, New York, as a staff director on all video plays.

JACK EIGEN, former WMCA New York record m.c., on Aug. 13 returned to the station as m.c. of the *63 Club* following a medical discharge from the Army.

FRED DAVIS, formerly of WTAG Worcester, has joined the announcing staff of WNAC Boston.

RALPH ROGERS, announcer with the Blue Network, has been commissioned a lieutenant (j.g.). He reports to the Naval Officers Indoctrination Center, Tucson, Ariz., Aug. 15.

SOUTH BEND IS AS FAR FROM CHICAGO



— as Philadelphia Is From New York,
— as Baltimore Is From Philadelphia,
— as Louisville Is From Cincinnati,
— as Albany Is From Hartford.

SOUTH BEND is an independent market just as the cities listed above are independent markets. You can't adequately cover South Bend with a Chicago station. Indeed, this area can be dominated only by using WSBT, an affiliate of the Columbia network . . . This station reaches—in addition to South Bend's population of 112,000—27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes . . . War workers in this rich market are making big money and saving a lot of it for Post-War use. In every war bond campaign since Pearl Harbor, including the Fifth War Loan, South Bend has more than reached its quota . . . WSBT—1000 watts at 960—is 22 years old, truly a pioneer station.

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND

COLUMBIA NETWORK

No News Lost

PROBLEM of running out of teletype paper has been solved for WFOY St. Augustine, by Don Richardson, a staff engineer. Seven hours before the paper gets to the roll's end a light goes on above the station's UP machine. A buzzer rings when paper shows red stripe. The ingenious "Mercury Switch" light attracts the attention of the staff before they leave at midnight, so that no copy is missed for lack of paper between midnight to 6:30 a.m.

ELMER McLELLAN and Shirley Collins, CBR Vancouver, have announced their engagement.

BOB WILLETT of the public relations department of CJVI Victoria, has joined the Canadian Broadcasting Corp., Vancouver

VINCENT POTE, formerly associate night manager of WHN New York, has returned to WMCA New York as an assistant in the program department.

THOMAS B. ELLSWORTH, former sales promotion manager of WJZ New York, has joined MBS sales promotion department as a presentation writer.

EDWARD H. WOLFE, released from Marine Corps, has rejoined the sales staff of WIL St. Louis.

DON SHELDON, formerly with stations in Michigan, West Virginia and New York, has joined the announcing staff of WAAT Newark.

JACK GOULD of the radio news staff of the *New York Times* has been appointed radio editor. He succeeds John Hutchens, transferred to the paper's Sunday literary supplement.

LESLIE NICHOLS, for seven years MBS correspondent in Cairo, has returned to the U. S.

FREDERICK HOFFMAN, former military editor of the *Hartford Times*, has been added to the staff of the English section of NBC International as a writer-announcer.

JOE KING, former CBS announcer, has been commissioned a second lieutenant in the Marine Corps.

JACK MATTHEWS, war veteran, new to radio, has joined CKCK Regina. Other newcomers to the CKCK staff are Glen Hjalmarson and Bruce Goldie, both new to radio.

MAURICE BODINGTON, announcer at CFRB Toronto, has resigned to freelance.

FLYING OFFICER Jack Radford, son of R. J. Radford, supervisor of station relations, Canadian Broadcasting Corp., Toronto, who was reported missing from Royal Canadian Air Force operations, is now a prisoner of war in Germany.

JOE DRUKER of Montreal, has joined the announcing staff of CFCH North Bay, Ont.

JACK DUNLOP, commercial representative of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Navy, and is now taking an officer's training course.

MILO KNUTSON, former UP correspondent in Rochester, Minn., and with KROC in that city, has joined KFBI Wichita, Kan., as news editor. He was formerly with WMT Cedar Rapids, Ia., KGLO Mason City, Ia., and WEAU Eau Claire, Wis.

GEORGE HEIMRICK, former KXL Portland, Ore., announcer, has joined KPRO Riverside, Cal.

William Barsby Named RCA Traffic Manager

WILLIAM H. BARSBY, for 30 years associated with the radio industry, has been appointed traffic manager of RCA Communications. He succeeds John B. Rostron who died June 12. Mr Barsby, who has been assistant traffic manager with RCA since 1929, was with the Marconi Wireless & Telegraph Co. of America in 1914 and dispatched and received the first commercial radiograms between the U. S. and Japan.

He served in the U.S. Navy during World War I, assisting in organizing the Navy's first centralized communications office in Washington. While with the Navy, he picked up from the German station at Nauen the first request for an armistice. He was ordered to deliver the message personally to the White House. Mr. Barsby was superintendent of the Belmar station of RCA from 1919 to 1921.

CPL. FRED BARR, program director of WWRL New York, now in the Army stationed at Ft. Bliss, Texas, is doubling by announcing on KROD El Paso.

BILL RATCLIFFE, WSAZ Huntington, W. Va., salesman, has married the former Jeanette Owens, also of Huntington.

RICHARD STOCKWELL will combine his duties as assistant news editor of WCCO Minneapolis - St. Paul with a position on the editorial staff of the *Minneapolis Star Journal*.

EDWARD VIEHMAN, released by the Navy, has joined the announcing staff of WCCO Minneapolis- St. Paul. He was formerly with KODY North Platte, Neb., and was news editor of KABR Aberdeen, S. D.

BOB DREXLER, former chief announcer at WSAZ Huntington, W. Va., has been commissioned an ensign, USNR, and is undergoing indoctrination training at Ft. Schuyler, New York.

E. NORMAN BAILEY is new to the announcing staff of WTAG Worcester.

WES JONES, formerly with WOW and KOIL Omaha and WHO Des Moines, has joined KRLD Dallas as an announcer and newscaster.

MRS. VIRGINIA MAY, with KXL Oakland 15 years, has been named program director.

BOB KENNEDY, RM 2/c USNR, and Sgt. Paul La Riviera, ROTC instructor at the Mission School in San Francisco, are helping relieve the manpower shortage at KLX Oakland by filling in for vacationing announcers.

LT. JOE McCAFFREY, released by the Army last May, succeeds Robert Lewis in the WTOP Washington newsroom. Mr. Lewis leaves this month to accept a commission as ensign in the Navy. Lt. McCaffrey prior to his Army service was with WGNY Newburgh, N. Y.

ALEXANDER E. MARSHACK, former national press director of the American Civil Liberties Union, has joined the production staff of WTOP Washington.

GIL HICKS, parttime member of the WLS Chicago news department, is now fulltime on the news staff. Harold Heath, formerly with WBAA LaFayette, Ind., will take over early morning duties.

OZZIE WESTLEY, formerly musical arranger, has taken over music librarian duties at WLS Chicago of Phil Kalar, who plans to resume his vocal career.

Another STAR in the *Blue*

FINER PROGRAMS
OUT OF THE Blue
TOM BRENEMAN
Genial host of "Breakfast at Sardi's", 9:30 A. M. Monday through Friday. If you start the day with his zany wit you'll find it another reason to stay tuned to KECA... The Blue Network.
FROM
KECA
TO YOU
Now OWNED AND OPERATED BY
THE Blue NETWORK
790 ON YOUR DIAL

One of a series of
NEWSPAPER ADVERTISEMENTS

From the BLUE to YOU to AMERICA!

This is the split-second, triple-play planning back of the BLUE'S constant effort to improve the network...to assure you greater service.

It is for you that the BLUE strives for more listening, better ratings, more sales, more value for every dollar invested in the BLUE.

The purchase of powerful, well-liked, Radio Station KECA, Los Angeles, is another vital step in BLUE progress...another reason the BLUE is a better buy for you.

Represented Nationally by Blue Spot Sales

New York Chicago Detroit Pittsburgh San Francisco Hollywood

This IS THE *Blue* NETWORK

Str-r-r-i-ke One!

THIS time the strike is on the ball team. John F. Royal, NBC vice-president got a letter from the New York Giants' Carl Hubbell last week inviting him to the Polo Grounds for a demonstration of his baseball prowess before the scouting staff. The letter said the Giants had heard of Mr. Royal's ability from "an old ball player whose judgment . . . we have good reason to respect." When Mr. Royal last appeared on a diamond, at the trade paper editors-NBC press department game July 22, there appeared opposite his name in the box score: Two times at bat, one hit, perfect field and one charley-horse. Though the offer with the Giants was "$100 a month if you qualify," the NBC executive is not yet convinced he should change careers.

The San Francisco Radio Picture *Has* changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

JOHN STEBBINS, former announcer on WGN Chicago, WJR Detroit, has joined the announcing staff of WLS Chicago.

BOB ANTHONY, former announcer of WJJD Chicago, has joined the announcing staff of WAIT Chicago.

CLARA WALSH is continuity editor of WMBD, succeeding Bill Wright, now in the Navy.

GENE MILNER, formerly of WHBF Rock Island, Ill., has joined the announcing staff and production department of WMBD Peoria, Ill.

ROBERT WILLIAMS, announcer of KPO San Francisco, has shifted to NBC Hollywood.

FRED BRIGGS, former program editor of KGU Honolulu and KYA San Francisco, has been appointed program director of WSRR Stamford, Conn., succeeding John Newhouse, who has joined MBS New York as night supervisor.

CLAUDE E. FREEMAN, formerly with WMRC Greenville, S. C., and WORD Spartanburg, S. C. has joined the announcing staff of WWNC Asheville, N. C.

EMILY B. FELLOWS, formerly of WISH Ind., has joined WAIT Chicago as continuity head.

ROBERT B. MacDOUGALL, director of radio at State Teachers College, Trenton, N. J., and chairman of the radio committee for the New Jersey Education Assn. has joined WAAT Newark as director of educational activities.

BENNETT ORFIELD, announcer, formerly with WWJ Detroit, has joined the announcing staff of WENR Chicago.

CHANCE NICHOLSON, formerly of KOL Seattle, has joined KIRO Seattle as announcer.

ROY GRANDE, formerly of KTKN Ketchikan, Alaska, has joined KGO San Francisco as assistant to program manager Bob Wesson.

HOWARD RHINES has been named chief announcer at KMPC Hollywood, with Jack Sherman becoming station production manager.

BUD SPENCER, night program manager of NBC Hollywood, has resigned to join Foote, Cone & Belding, and is assigned assistant producer on the Blue *Hollywood Star Time*. He replaces Harry Saz who takes over as assistant producer of NBC *College of Musical Knowledge*.

ROBERT CUMMINS, freelance writer-producer, has joined Don Lee Broadcasting System, Hollywood.

DOUGLAS PLEDGER, former announcer at KTAR Phoenix, has joined Blue Hollywood staff, succeeding Ralph Rogers who joined the Navy as lieutenant (j.g.). Harry Waldstrum, former summer relief announcer, has replaced Terry O'Sullivan who resinged from the Blue to freelance.

MAJ. HAL BERGER, withdrawn from active duty with Armed Forces Radio Service, Hollywood, has joined Don Lee Broadcasting System, Hollywood, as production manager.

CARL BONAWITZ Jr., has joined the transcription department of KMTR Hollywood.

CHARLES R. WERNER, former announcer at San Diego, has joined KFI Los Angeles.

CHARLES B. HAASER, announcer at WDRC Hartford, Conn., is the father of a girl.

WILF SMITH, announcer at CKCK Regina, and formerly of CKBI Prince Albert, has joined the U. S. Army Air Force.

CURLEY BRADLEY, m.c. on *KC Jamboree*, has married Olga Bewon, formerly with the Blue, Chicago.

JACK PETERSON, formerly of WIS Columbia, S. C., has joined the announcing staff of WIND Chicago.

Asiatic War Considered In Blue News Expansion

THREE top Blue network newsmen were in San Francisco during the week for a series of conferences with Blue Network officials to formulate plans which will make that city the base for Blue news coverage operations in the Pacific. They were G. W. (Johnny) Johnstone, director of news and special features; Clete Roberts, war correspondent recently returned from the South Pacific, and Arthur Feldman, formerly of the Blue's London staff.

The trio met with Don Searle, manager of KGO-Blue; Henry Orbach, director of the KGO news staff; Robert Wesson, KGO program manager. Complete details will be announced at the conclusion of the conferences, but it was learned that the plans include the selection of an experienced and able crew for Blue coverage of the Pacific and for an on-the-scene broadcast of the impending battle for the Philippines.

Farm Editors Named

CHARLEY STOOKEY, former director of KMOX St. Louis, has been appointed farm editor of KXOK St. Louis, C. L. Thomas, KXOK general manager, announced last week. In his new post Mr. Stookey conducts a 2½-hour daily program, starting at 5 a.m. and including music, news, markets and information for rural areas, as well as *Trading Post*, a swap service for farmers. Succeeding Mr. Stookey at KMOX is Ted Mangner, assistant professor of radio extension, College of Agriculture, U. of Illinois. Another new addition to KMOX is Donald W. Craig, formerly of WCLS Joilet, Ill., who has joined the sales staff.

Bobby Hough to Navy

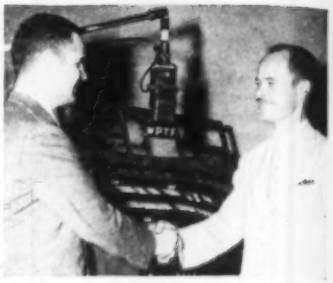
ROBERT HOUGH, 17-year-old assistant to D. Harold McGrath, superintendent of the Senate Radio Gallery, plans to leave early next month to enlist in the Navy. Bobby, as he is known to virtually every radio commentator in the country, was named McGrath's assistant in June 1943 after serving four years as a Senate page. His home is in Purcellville, Va. He attends the Capitol Page School and is a member of the Marvland State Guard. He'll be 18 next May 23.

Televideo Formed

TELEVIDEO, a cooperative production television organization was formed last week with offices at 5 East 51 St., New York. According to Kenneth Whatmore, account executive of J. D. Tarcher & Co., New York, and chairman of the organization, members of the group will write, direct and produce monthly television shows.

RAY LYON, formerly assistant research manager of the *New York Daily News* and prior to that field supervisor of research of the American Assn. of Advertising Agencies, has joined the promotion department of WOR New York.

GILBERT CHASE, NBC specialist in Latin American music and literature, has been appointed consultant to the music division of the Library of Congress, which he will advise in connection with a library project.



CONGRATULATIONS are the order of the day at WPTF Raleigh, N. C. as Richard H. Mason (left), station manager, shakes the hand of Leo F. de Sola, WPTF director of music, who has become a United States citizen. Although he has lived in the States since he was 9, Mr. de Sola was born in Havana, Cuba. Most of the music programs on WPTF are arranged, and produced as well as directed by him.

Whitridge, Herrington Join C. E. Hooper Inc.

JOHN C. WHITRIDGE Jr., formerly director of the Office of Industry Advisory Committees, War Production Board, has been elected vice-president and general manager of operations of C. E. Hooper Inc. Before assuming his dollar-a-year assignment, which he held for 18 months, Mr. Whitridge had been eastern division manager of International Business Machines Corp. He entered the research field in 1929 with Johns-Manville Corp., following his graduation from Cornell.

William A. Herrington, former director of research for Geyer, Cornell & Newell, New York, and previously research director of Leo Burnett & Co., Chicago, and in the research department of J. Walter Thompson Co., New York, has also joined C. E. Hooper to supervise the organization's listening area measurements supplied to stations.

Correction

A PLAY on words in an original news release led to the erroneous report in BROADCASTING July 31 that Phil Duncan, writer, and Arthur Edes, announcer, were new members of WLLH Lowell, Mass. Mr. Duncan hastens to advise that he is an announcer—not a writer, and that Mr. Edes, former program manager of WEEI Boston and announcing instructor at Emerson College, was his teacher, and not a new announcer at WLLH.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

There's a "hot" spot in every market

SPOTTSTOWN 10:30 P.M.

SPOTTSYLVANIA 6:45 A. M.

SPOTTSBURG 12 NOON

SPOTTSVILLE 6:30 P.M.

ask a John Blair man

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of *any* length . . . on *any* station . . . in *any* market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Vio Bin Corp., Monticello, Ill. (Rex Oil), 3 *sa* weekly, thru Rogers & Smith, Chicago.
Good Foods Inc., Minneapolis, (Skippy Peanut Butter), *t* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
Crow's Hybrid Corn Co., Milford, Ill. (hybrid corn), 3 *sp* weekly, 52 weeks, thru Critchfield & Co., Chicago.
Spiegel Inc., Chicago (mail order catalogue), 3 *sp* weekly, thru C. Wendel Muench & Co., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Uncle Sam Breakfast Foods, Omaha, 4 *ta* weekly, 52 weeks, thru Buchanan-Thomas, Omaha.
Dr. Hess & Clark, Ashland, O. (poultry remedies), 5 *t* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.

KNX Hollywood

Roloff Distributing Co., Los Angeles (H. A. G. scalp & hair shampoo), 3 *sp* weekly, direct.
Colgate-Palmolive-Peet Co., Jersey City (Peet granulated soap), 7 *sa* weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.
Marlin Firearms Co., New Haven, Conn. (razor blades), 3 *sp* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
20th Century-Fox Film Corp., Los Angeles (films), 6 *ne* weekly, 52 weeks, thru Western Adv., Los Angeles.
Maryland Pharmaceutical Co., Baltimore (Rem), *sp* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.
Berkshire Knitting Mills, Reading, Pa. (Berkshire hosiery), 6 *sp* weekly, 13 weeks, thru Geare-Marston, Philadelphia.
Grove Labs, St. Louis (Bromo Quinine), 3 *ne* weekly, 52 weeks, thru Russell M. Seeds Co., Chicago.

KFI Los Angeles

Nehi Corp., Columbus, Ga. (Par-T-Pak), 2 *ta* weekly, 26 weeks, thru BBDO, Los Angeles.

WNEW New York

James F. Waters Inc., Long Island City, N. Y. (automobile repair), 6 *sp* weekly, 5 weeks, thru Harry A Berk Inc., N. Y.
Casite Mfg. Corp., Hastings, Mich. (lubricating oil), *ta* weekly, 52 weeks, thru Keeling & Co., Indianapolis.
Hennafoam Co., New York (shampoo), 3 *sp* weekly, 27 weeks, thru Arthur Rosenberg Co., N. Y.
Slater Electric & Mfg. Co., Brooklyn, N. Y., *sp* weekly, direct.
Paragon Oil Co., Brooklyn, 6 *sp* weekly, 13 weeks, thru Diener & Dorskind, N. Y.
County Perfumery Co., Bloomfield, N. J., 5 *ta* weekly, 18 weeks, thru Atherton & Currier, N. Y.

WBBM Chicago

Crowell Publishing Co., New York (*Collier's*), 6 *sa* weekly, 13 weeks, thru Arthur Kudner, Inc., N. Y.
Paramount Pictures, Chicago, *sa* weekly, 52 weeks, thru M. M. Fisher Assoc., Chicago.
General Electric Co., Cleveland, 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

CJBC Toronto

Curtis Pub. Co., Philadelphia (Saturday Evening Post), 4 *sp* weekly, direct.
Quaker Co. Peterborough, Ont. (Sparkies), 5 *t* weekly, thru Spitzer & Mills, Toronto.
Borden Co. Toronto (milk products), *sp* weekly, thru Young & Rubicam, Toronto.
Lehn & Fink (Canada), Toronto (honey & almond cream), *sp* weekly, thru Spitzer & Mills, Toronto.

WINN Louisville

Lever Bros., Cambridge, Mass. (Lifebuoy), 56 *sa*, thru Ruthrauff & Ryan, N. Y.
Crowell Publishing Co., New York (*Collier's* Magazine), 39 *sa*, thru Arthur Kudner Inc., N. Y.
Columbia Pictures, New York, 26 *sa*, thru Weiss & Geller, N. Y.

WOR New York

United Wallpaper Factories, New York, (wallpaper, borders & cedar closet paper), 5 *sa* weekly, 39 weeks, thru MacFarland, Aveyard & Co., Chicago.
Can Mfgs. Institute, New York, 5 *sa* weekly, 39 weeks, thru Benton & Bowles, N. Y.
General Motors Corp., Detroit, weekly *sp*, 13 weeks, thru Campbell-Ewald Co., N.Y.

KPAS Pasadena, Cal.

O'Neill, Larson & McMahon, Chicago (proprietary) 6 *sp* weekly, thru United Adv. Co., Chicago.

KROW Oakland, Cal.

Ben Hur Products, Los Angeles (coffee) 18 *sa* weekly, thru Foote, Cone & Belding, San Francisco.
Southwest Food Products, Long Beach, Cal. (waffle syrup, jams, jellies) 5 *ta* weekly, 13 weeks, thru Dave Foutz Adv., Long Beach.
Montgomery Ward & Co., Oakland, Cal. (chain), *sa*, 52 weeks, direct.
Darling Shops, New York (chain), *sa*, *sp*, 52 weeks, direct.

KGHF Pueblo, Colo.

Stone-Hall Co., Denver (Brite Ize), *sa* weekly, 52 weeks, thru Lane-Freiberger Adv. Agency, Denver.
Merchants Biscuit Co., Denver (Supreme Salad Wafers), 6 *sa* weekly, thru Ball & Davidson, Denver.
Ex-Lax Inc., Brooklyn, 3 *ta* weekly, thru Joseph Katz Co., N. Y.

KYW Philadelphia

Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 12 *sa* weekly, 52 weeks, thru Foote, Cone & Belding, N. Y.
General Electric Co., Cleveland (GE Mazda Lamps), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.
C. F. Mueller & Co., Jersey City (macaroni), 3 *ne* weekly, 52 weeks, thru Duane Jones, N. Y.
Herman Basch & Co., New York (Hammer Brand Process), 2 *sa* weekly, 13 weeks, thru Kelly, Nason Inc., N. Y.
Keystone Automobile Club, Philadelphia (auto service), *sp* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Marlin Firearms Co., New Haven, Conn. (Marlin Blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

KTSA San Antonio

Crowell Publishing Co., New York (*Collier's*), 4 *sa* weekly, 13 weeks ,thru Arthur Kudner Inc., N. Y.
Rath Packing Co., Waterloo, Ia. (food), 26 *sa* weekly, thru Young & Rubicam, Chicago.
Alabama Hy-Trous Co., Birmingham (liquid fertilizer), 3 *sa* weekly, The Cox Agency, Birmingham.
Colgate-Palmolive-Peet Co., Jersey City (dental cream), 12 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 6 *ta* weekly, thru Wm. Esty & Co., N. Y.

KHJ Hollywood

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *t* weekly, 13 weeks, thru MacFarland-Aveyard, Chicago.

THE PACIFIC NORTHWEST BROADCASTERS
KXL
WASHINGTON
KFPY SPOKANE
MONTANA
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
PORTLAND
21 advertisers have used the money saving combination plan
IDAHO
WYO
OREGON
Wise Time Buyers, representing 21 National Advertisers, have saved their clients money by a combination purchase on The Pacific Northwest Broadcasters.
Wythe Walker—Eastern Sales Manager
KXL The Walker Co.
Z NET The Walker Co.
KFPY The Katz Co.
Buy 2 markets, save 5%; buy all 3 and save 10%.

DON LEE TO BAN HITCH-HIKE SPOTS

BAN on "cow-catcher" and "hitch-hike" announcements on Don Lee Pacific Coast stations will be enforced starting Sept. 1. "Action was taken after careful consideration of the improvements in listening impression which would result from commercial messages within the limits of established commercial programs," Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, stated. Similar ruling is scheduled for all Mutual stations effective January, 1945.

WTNT Begins Increase Of Exclusive FM Shows

EXCLUSIVE FM programming started Aug. 7 on WTNT, FM affiliate of WWSW Pittsburgh, as a third-birthday feature. New FM expansion arrangements call for retention of the present 12:30-1:30 p.m. FM program plus four hours of special FM broadcasts, 6-10 p.m.

Scheduled are *New Friends of Music Concerts*, Pittsburgh's top music societies, special programs from Pittsburgh public schools. Definitely set for FM broadcast is WTNT *String Ensemble*, scheduled to begin Aug. 14. Frank R. Smith Jr., general manager of both WWSW and WTNT, feels that the expansion will stimulate FM listening by presention of exclusives, rather than left-over AM programs and spotty FM scheduling.

Football on WJR

WJR DETROIT will carry a schedule of 10 broadcasts of inter-collegiate football games this fall, commencing Sept. 30 under the sponsorship of MacGregor-Goldsmith Inc., Dayton, O., sporting goods firm. Announcer of the series will be Dick Bray. In revealing the schedule of broadcasts, Leo J. Fitzpatrick, WJR vice-president and general manager, said that one of the major complaints of fans in Detroit had been that all Detroit stations carry the same game each Saturday instead of at least one station featuring an outstanding contest. "In selecting what we think will be the most outstanding game of the week from our listeners' viewpoint," Mr. Richards said, "'we are accomplishing what we have looked forward to for several years."

Philco Promotes Four

PROMOTION of four Philco Corp. sales executives to division managers in the company's postwar distribution organization has been announced by Thomas A. Kennally, vice-president in charge of sales. The four are: Joseph R. McCoy, former district manager, named manager of Philco's Atlantic division with headquarters in Philadelphia; Joseph A. Bilheimer, lately St. Louis district representative, manager of the central division, Chicago; John F. Leahy, former district representative in Boston becomes manager of Philco's Yankee division, remaining in Boston; John E. Ramsey, former Kansas City district representative, manager of the southwest division, Kansas City.

Radio Advertisers

KRANKS SHAVE CREAM, Chicago, has named Campbell-Ewald Co., Chicago to handle its advertising, as of Sept. 1. Company will maintain present radio schedule in Chicago and New York markets.

LILY OF FRANCE Corset Co., New York, on Sept. 6 starts thrice-weekly participations on the Pegeen Fitzgerald program of WOR New York for corsets and brassieres. Contract is for 52 weeks. Agency handling the account is Federal Adv., New York.

NATIONAL INDUSTRIAL Information Committee, promotional affiliate of the National Assn. of Manufacturers, has appointed Kenyon & Eckhardt, New York, to handle advertising. Account was formerly handled by Arthur Kudner Inc., New York.

BURRUS FEED Mills, Dallas, begins sponsorship of thrice-weekly five-minute hillbilly program Sept. 7 on WTAW College Station, Tex. Firm is sponsoring six-weekly quarter-hour program, featuring the Callahan Brothers on KWBU Corpus Christi, Tex. 13 week contracts were placed by Simmonds & Simmonds, Chicago.

PETRI WINE Co., San Francisco, on July 24 renewed sponsorship for 13 weeks of *The New Adventures of Sherlock Holmes* on WGN and 74 other stations, Monday, 7:30 p.m. (CWT). Agency is Young & Rubicam, San Francisco.

DR. L. D. Le GEAR, (medicine) St. Louis, begins sponsorship Oct. 15 for 26 weeks of a series of spot announcements on approximately 225 stations. Agency is Simmons & Simmons, Chicago.

THRIFTY DRUG Co., Los Angeles (chain), currently is sponsoring a weekly quarter-hour program, *Hollywood Nightclub* and *Hollywood Spotlight*, on KECA Hollywood. Contract is for 2 weeks, through Hillman-Shane-Breyer, Los Angeles.

C. F. MUELLER & Co., Jersey City, has begun co-sponsorship of the noon news period conducted by Jack Scanlon on KYW Philadelphia, for its macaroni products. Starting Aug. 15, company will sponsor the quarter-hour news period on Tuesdays, Thursdays and Saturdays, alternating with the Manhattan Soap Co. Contract is for 5 weeks placed through Duane Jones Co., New York.

RAYTHEON Mfg. Co., Newton, Mass. has renewed *Five Minutes for Victory*, transcribed series heard on WNAC Boston, 6:55-7 p.m. Wednesdays. Agency is Hirshon-Garfield, New York.

SPORODYNE Co., Dayton, (skin remedy), now sponsors a weekly quarter-hour program titled *Afield and Astream with Lytle*, featuring stories on the out-of-doors as told by J. Horace Lytle, hunter, author and gun dog editor of *Field & Stream* magazine. Contract is for 13 weeks. Agency is Kircher, Lytle, Helton & Collet, Dayton.

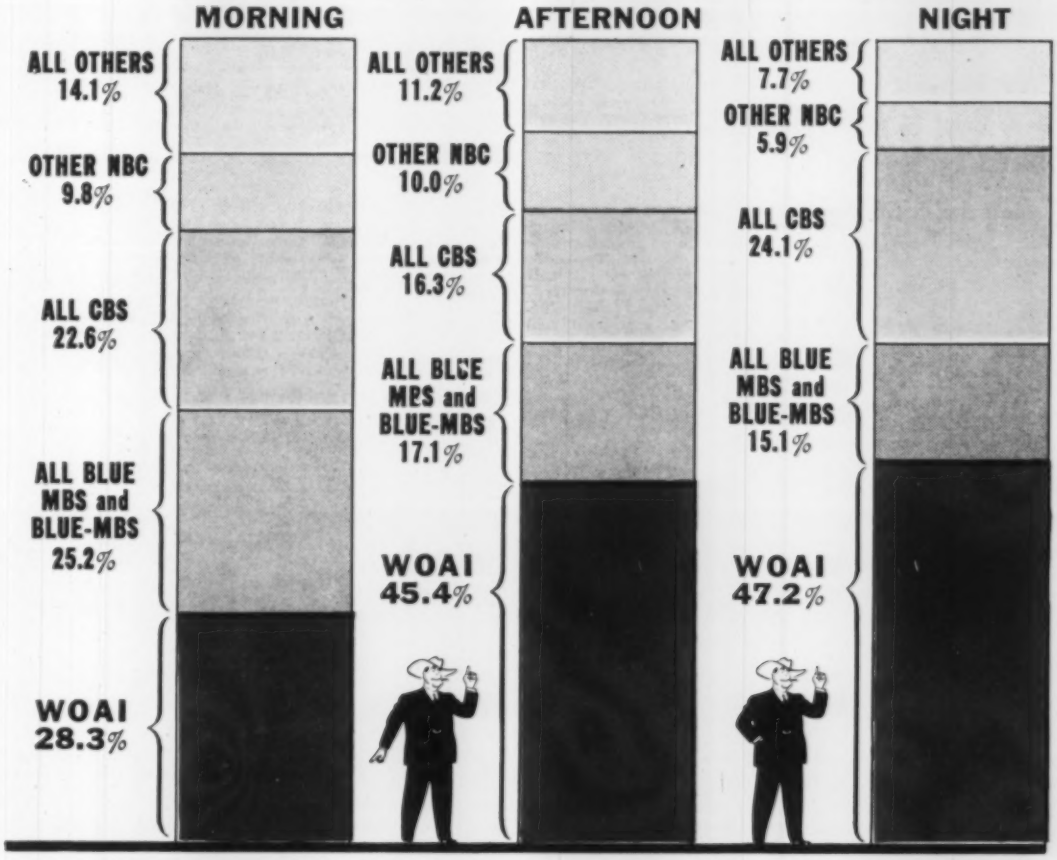
C. C. LOCKWOOD, associated with the manufacturing division of the Chrysler Corp., Detroit, has been appointed advertising business manager of the Chrysler sales division, Detroit.

WESTON'S Biscuit Co. is sponsoring newscasts on WPAT Paterson, N. J., at 1 and 5 p.m. daily, noon on Sundays to promote products baked in their Passaic, N. J., plant.

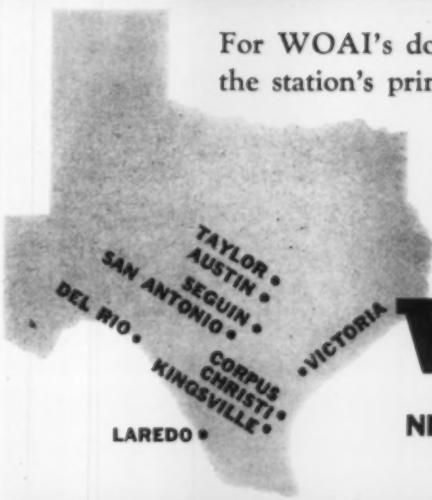
NORTHAM WARREN Corp., Stamford, Conn., (Cutex, Odorono) is sponsoring six quarter-hours weekly on WSRR Stamford, Conn. Fred Briggs is in charge of production.

Dominant
IN URBAN MARKETS

The chart below tells a convincing story of WOAI's standing in nine urban markets - San Antonio, Corpus Christi, Austin, Del Rio, Kingsville, Laredo, Seguin, Taylor and Victoria. Percentages are from the C. E. Hooper survey - Spring, 1944.



For WOAI's dominance of the rural market (78 counties in the station's primary area) be sure to see next week's issue of Broadcasting. This coming chart helps explain why WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!



WOAI 50,000 WATTS CLEAR CHANNEL

NBC—TQN *San Antonio*

Represented Nationally by EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

CANADA'S

FIRST

FARM STATION

on the Pacific Coast

•

Licensed to serve
408,804 listeners!

•

CKNW

NEW WESTMINSTER,
B. C.

CROWELL-COLLIER PUB. Co., New York (Collier's), has signed for 114 time signal announcements and 53 one-minute transcribed announcements scheduled to run 13 weeks starting Aug. 4 on WMAQ Chicago. Agency is Arthur Kudner, New York.

LONGINES-WITTNAUER Co., New York (watches), will sponsor *World's Most Honored Music* thrice-weekly on WMAQ 10:30-11:00 p.m. CWT for 39 wks. starting Sept. 21. Agency is Arthur Rosenberg Co., New York.

MAX COOK SPORTING GOODS Co., Denver, has renewed sponsorship of the 8 a.m. newscast of KFEL Denver. Contract, which was for the seventh consecutive year, was placed through the Ted Levy Agency, Denver.

DENVER LENS Co., Denver, has renewed sponsorship of the 7:15 a.m. newscast on KFEL Denver. Contract is for 52 weeks and was placed by Ted Levy Agency, Denver.

H. E. MacDONALD, former vice-president and retail sales manager of Montgomery Ward & Co., has been elected vice-president of Schenley Distillers Corp. He will make his headquarters in New York.

JOEL S. MITCHELL, former vice-president and director of the Kellogg Co., Battle Creek, Mich., has been appointed a vice-president and director of Standard Brands, New York. It was also announced that Philip S. Lord, vice-president in charge of sales, has been elected a director and Arthur W. Davis, former controller of the American Steel & Wire Co., Cleveland, has been named controller of Standard Brands.

QUAKER CO., Peterborough, Ont., (Sparkies) on Sept. 4 started *Terry and the Pirates* as transcription series Mon. thru Fri. 5-5:15 p.m. on a number of Canadian stations. Account was placed by Spitzer & Mills Ltd., Toronto.

LUMBERMAN'S MUTUAL Casualty Co., Chicago, on Aug. 27 renews Upton Close's news commentaries for 52 weeks, Sundays 5:30-5:45 p.m. (CWT) Mutual. Agency is Leo Burnett, Chicago.

MANHATTAN Soap Co., New York (Sweetheart Soap), on Aug. 7 started their fifth year as sponsors of a thrice-weekly quarter-hour newscast on WBZ-WBZA Boston-Springfield. Nelson Bragg is the newscaster.

VIAVI Co., San Francisco (vitamins) on Aug. 7 started sponsorship of the *Voice of Experience* on KSFO San Francisco. Contract is for 13 weeks. Account is placed by Rhoades & Davis Adv. Agency, San Francisco.

RADIO TRAINING Assn. of America, Beverly Hills, Cal. (correspondence courses) has started using daily quarter-hour musical programs on KRKD KIEV and will expand to include other Pacific Coast stations in metropolitan areas. Agency is Pacific Adv. Service, Los Angeles. Vernon Davis is account executive.

JOSEPH HORNE Co., Pittsburgh, is sponsoring a later edition of the 8:45 a.m. *Newsreel* on WCAE Pittsburgh. Second broadcast, with Bill Beall, is heard 12-12:15 p.m. Monday Saturday.

FRANK & SEDER department store, Pittsburgh, has returned *School of Charm* to the air Monday, Wednesday and Friday at 10:30 a.m. on WCAE Pittsburgh.

LOEW'S INC., New York (films) on Aug. 7 started *Inside M-G-M* on CFRB Toronto, 5 times weekly for 52 weeks. Account was placed by Donahue & Coe, Inc., New York.

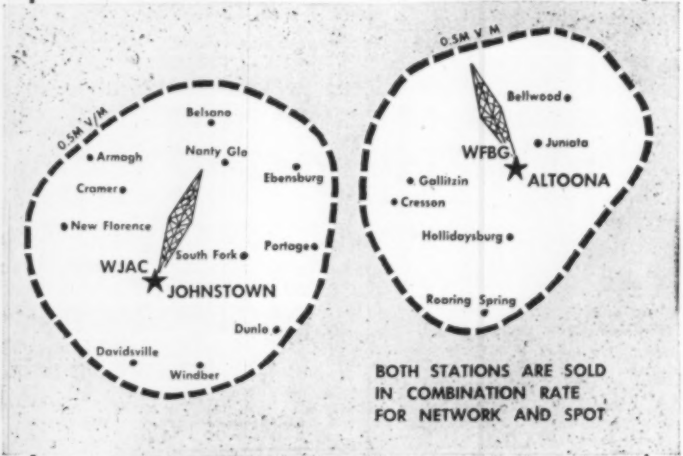
BENNETT FOODS Co., Baltimore, (hamburger spread, mayonnaise) has named Leon S. Golnick & Assoc., Baltimore, as advertising representatives. Radio plans are said to be considered.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

Agencies

ROBERT C. COLESON, Hollywood manager of N. W. Ayer & Son, has resigned to take over another assignment in the radio-advertising field. Herbert Sanford, assistant to H. L. McClinton, vice-president in charge of radio for the agency in New York, has been shifted to Hollywood.

MORGAN RYAN, radio director of Sherman & Marquette, following Hollywood conferences on fall plans for CBS *Judy Canova Show*, has returned to his New York headquarters.

BERT PRAGER, for past two years with Foote, Cone & Belding in various production capacities and most recently agency contact on CBS *Jack Carson Show*, has resigned to freelance, effective in late August. Larry Berns succeeds Martin Gosch, recently resigned as producer of the *Jack Carson Show*.

ANTHONY STANFORD, Hollywood producer of J. Walter Thompson Co., currently is in New York for two-week conferences with home office executives on writing and production plans for fall resumption of Hollywood-originating shows serviced by that agency.

ARTHUR LINGE, formerly head of the media department of Wendell P. Colton Co., New York, has joined the media department of Benton & Bowles, New York.

JACKSON TAYLOR, former head of Research Department of McCann Erickson, N. Y., became resident manager of the McCann Erickson Minneapolis office the latter part of July.

LT. HOWARD ESARY, for approximately two years Southern California public relations director of U. S. Maritime Service, has been relieved of actve duty and has returned to Allied Adv. Agencies, Los Angeles staff, as account executive.

MRS. SALLY LARKIN, former co-editor of *American Cookery* magazine, has joined the H. B. Humphrey Co., Boston, as assistant to the director of radio and as advisory home economist. Mrs. Larkin is a member of the American Home Economics Assn. and the New England Women's Press Assn.

ROBERT B. DONNELLY, former vice-president and manager of the Minneapolis office of McCann-Erickson Inc. has joined the Gardner Adv. Co., St. Louis, in charge of marketing and merchandising. Mr. Donnelly for seven years was associate advertising manager of General Foods Corp.

G. M. SOULES, formerly advertising manager of Drug Trading Co. Ltd., Toronto, has joined the Toronto office of Ferres Adv. Service, Hamilton, Ont.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY-REED CO.

DID YOU-ALL SAY, "STREETS PAVED WITH GOLD?"

No, "Suh"! Guess it sounds that way to the advertisers when we talk of the husky, brawling Savannah Seaboard Market that's making money hand-over-fist. These people have more green-back dollars than ever before, and are just itching to spend them.

Not surprising when you consider big permanent industries such as the Southern Cotton Oil Company, the Savannah Sugar Refining Company and the Union Bag and Paper Corporation. These, and other giant industries contribute millions of dollars to the monthly payrolls of Savannah workers, month after month, year after year, wartime or peacetime.

Right now, however, we must not overlook the three shipyards, six military centers and 25,000 new war workers that have swelled the Savannah Seaboard Market. Dynamite for a smart advertiser in search of sure dividends on his advertising dollars.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

NETWORK

DOREEN DUNLOP, formerly with the radio department of Cockfield, Brown & Co. Ltd., Toronto, has joined Young & Rubicam Ltd., Toronto, as radio traffic director.

STANLEY PULBER, former sales service manager of CBS, has joined the Biow Co., New York, as business director of radio. John E. Stewart, formerly with National Distillers Products Corp., New York, has joined the agency as account executive of the Schenley Distillers penicillin account.

RAYMOND KNIGHT, production manager of the Blue network since March 1943, joins Young & Rubicam, New York, Aug. 14 as a staff producer to handle the Borden Co. *Happy Island* series starring Ed Wynn, which will start on the Blue Sept. 8 as a Friday evening half-hour series.

ROBERT FORSHEW, formerly in the copy department of Ruthrauff & Ryan, New York, has joined the copy staff of Ted Bates Inc., New York.

R. T. KLAGSTAD on Aug. 1 assumed duties as director of media operations for the Minneapolis office of McCann-Erickson.

HARRY RAUSCH, formerly magazine and special features editor of the Blue network, on Aug. 7 joined the publicity department of Young & Rubicam, New York. Mr. Rausch will specialize in magazine promotion.

JOEL F. JACOBS, former account executive at Pedlar, Ryan & Lusk, New York, has joined Doherty, Clifford & Shenfield, New York, as account executive on the Bristol-Myers account. Chester MacCracken, former radio producer at PR&L, has also joined DC&S as director of radio.

BEAUMONT MEANS BUSINESS!

OIL FIELD TOOLS

POST-WAR AND POST-NOW

● The manufacture and distribution of oil field tools is only one of many industries which have helped make Beaumont and the Sabine area a prosperous and growing market of over 250,000 people. This is an essential industry in time of peace, as well as in time of war, and with shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries, assures Beaumont and the Sabine district continued growth and prosperity.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. Put KFDM in your present and postwar plans. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

Smith & Bull Enter New Quarters on Radio Row

PREPARING for postwar expansion, Smith & Bull Adv., Los Angeles agency, moved Aug. 12 into its own building on Hollywood's "radio row" at 6642 Sunset Blvd. In addition to complete production and merchandising facilities, new building is equipped with modern broadcast and recording studios, according to Haan J. Tyler, general manager.

Mr. Tyler

Agency studios are connected by direct wire with Radio Central in downtown Los Angeles. Announcers of the agency thus do their daily broadcasts direct from the new Hollywood building.

Of modern design, with glass brick front and pastel shade decorations throughout, new 1½-story building represents an investment of more than $50,000. Agency is headed by V. R. (Dick) Smith and Frank Bull, veteran West Coast advertising and radio executives.

CAB Agency List

FORTY-FOUR advertising agencies throughout Canada, including six U. S. Agencies, have been enfranchised by the Canadian Assn. of Broadcasters. Agencies with head offices at Halifax, Montreal, Toronto, Winnipeg and Vancouver are included in the list. Canadian branches of United States advertising agencies enfranchised by the CAB are: Atherton & Currier, Toronto; D'Arcy Adv. Agency, Toronto; Ellis Adv. Co., Toronto; Ruthrauff & Ryan, Toronto; J. Walter Thompson Co., Montreal and Toronto; Young & Rubicam, Montreal and Toronto.

Mrs. Danker Succeeds

LORENA DANKER, widow of Daniel J. Danker, former Pacific Coast vice-president and a director of J. Walter Thompson Co., Hollywood, has joined that agency office in an executive capacity. Familiar with Mr. Danker's work in handling radio tie-ups with film studios and other outlets in connection with CBS *Lux Radio Theatre*, she has assumed those duties.

Cover the Rich Lehigh Valley

DON SHAW RETURNS TO AGENCY FIELD

DONALD S. SHAW, since last November program sales manager of the Blue Network, last week resigned to re-enter the agency field as radio director of Geyer, Cornell & Newell, New York. Eleanor Larson, who has held that title, will continue with the agency as an associate of Mr. Shaw.

Mr. Shaw

Active in the agency field since 1920, Mr. Shaw left it in the early 30s to spend three years as eastern sales manager of NBC, returning to agency work in 1936 as assistant to the president and radio director of McCann-Erickson, New York. Before joining the Blue, he had also served as vice-president and general manager of WMCA New York and as manager of the radio division of the Office of the Coordinator of Inter-American Affairs.

No successor had last week been named by the Blue, whose advertising is handled by Geyer, Cornell & Newell.

Hastings Joins Agency

DON HASTINGS, founder of the first Radio Announcers School of America, in 1929, has joined the Roger Beane Advertising Agency, Indianapolis. His first radio job was with WFBM Indianapolis in 1926. He then became an announcer with WENR Chicago, where he originated the blackface skit *The Pair of Spades*. After a short time as program director of WBBM Chicago, he returned to Indianapolis to open an early morning program. Up until then, that city's stations opened at noon. Three years later, Mr. Hastings bought KUMA Yuma, Ariz., and after two years became director of special events for KFWB Hollywood. He is a director of the American Radio Academy, Indianapolis.

Mr. Hastings

Maj. Selby to Morse

MAJ. HERBERT G. SELBY, for two years on active duty with the Army Air Forces, has joined Morse International Inc., New York, as assistant to the president Mansfield F. House. Mr. Selby will supervise the media department. Prior to entering the service, he was for 12 years director of media for Maxon Inc., New York.

Maj. Selby

CHARLES WEIGERT, formerly with Best Foods, New York, has joined the account staff of Benton & Bowles, New York.

Mrs. Erma Perham Proetz

MRS. ERMA PERHAM PROETZ, 53, executive vice-president of Gardner Adv. Co., St. Louis and New York, died Aug. 7 in St. Louis after a long illness. Called by *Fortune* Magazine in 1937, one of "16 of America's most representative business women," Mrs. Proetz won the Harvard Advertising Award of 1924-25-27 for the Pet Milk Co. advertising. Among other affiliations she was a member of the War Advertising Council and former director of the AFA.

MARY D. CHASE, freelance producer and director, has opened radio-television production and sales offices under her own name at 234 W. 44th St., New York. She also maintains offices at 875 Fifth Ave., same city.

WJW's MR. FIEDBACH

Our Mr. Fiedbach lives in a deserted transcription crate back in the control room. Never leaves the place. He's the guy who counts the cue tracks on our commercial transcriptions, times our copy to the nth second, tests our announcers' reflexes and complexes (they're full of them) and generally keeps things in the groove.

It seems like a silly job, but Mr. Fiedbach doesn't think so. He thinks a fluffed transcription or a mispronounced word are crimes only mildly less reprehensible than eating one's young. We're inclined to agree with him. In fact, we're getting him a new transcription crate to live in.

BASIC Blue Network

WJW 850

850 KC 5000 Watts

CLEVELAND

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AP

WLBC, Muncie, Indiana

. . . have subscribed to several other news services, but your AP radio wire is "tops."

W. F. Craig
Commercial Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives
FREE & PETERS, INC.

First
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First
PRESENT
All surveys agree WRC leads morning, afternoon and night.

First
FUTURE
Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC
We've Been FIRST Continuously Since 1923

WRC
NBC
Washington

Merchandising & Promotion

Baker Plan—Cousin Emmy—Drug Folder
WOW at War—KCKN Brochure

A BROCHURE composed of a letter from Walter Schwimmer to managers with an enclosed proof of an ad to be run in trade papers, and two presentation booklets, has been prepared by Schwimmer & Scott for *Tello-Test*, now sponsored by Hirsch Clothing Co. in the Chicago market over WGN Chicago, 6:15-6:30 p.m. (CWT) six nights a week. Brochure describes the money give-away show, as one that eliminates the lottery element because radio audiences do not have to listen to qualify for a prize, since it is merely a contest of skill. Presentation has instigated approximately 200 station inquiries, according to Mr. Schwimmer. *Tello-Test* show is owned by Schwimmer & Scott, Chicago.

* * *

Video Booklet

A BRIEF history of television from its official debut at the New York World's Fair in 1939 to the present, with a look ahead at its probable future, is given in "Television, Progress and Promise," 24-page booklet published by RCA.

* * *

Nunn Brochure

THE NUNN stations—KFDA Amarillo, Tex., WBIR Knoxville, Tenn., WLAP Lexington, Ky. and WCMI Ashland, Ky.—are issuing a market data brochure in loose-leaf form in the near future, complete with data on each station.

Baker Plan

EXTENSIVE promotion benefiting local bakers, station and advertiser stems from the New Jersey Flour Mills Co.'s sponsorship of *Music a la Mood*, hour-long Sunday program on WPAT Paterson, N. J. Commercials on each program are courtesy announcements for various local customer bakers, with buildup on the basis of the quality flour they use. In turn bakers promote the program through posters and other display material provided by the company. To 3,500 customers in New England, New York, New Jersey and Delaware the sponsor has mailed small folders announcing the new program and urging bakers to find out from company representatives how they can participate in the program.

* * *

Gas Co. Promotion

OKLAHOMA Natural Gas Co. has released a double fold promotion piece titled ". . . And Now Here's the Story of Women Commandos," designed to stimulate listening to the company's program conducted on WKY Oklahoma City by Julie Benell.

'WOW at War'

NEWEST promotion piece of WOW Omaha is a 40-page booklet, done in four colors, titled "WOW At War," designed to show the role WOW and NBC have been playing in wartime activities. An "Honor Role" shows the service records of members of the WOW family. Distributed to sponsors and advertising agencies, first edition copies of "WOW At War" will be given with the station's compliments to all new and renewal subscriptions to the "WOW News Tower," monthly magazine.

* * *

KCKN Folder

KCKN Kansas City has issued a folder on the mass market buying power of greater Kansas City "without the rate penalty of outstate coverage". The cover pictures are contrasting scenes of a sleepy corner of a small town and a crowded city street, with banner caption "Which would you rather sell to?" Inside copy, against a montage of a dense crowd, tells story of how KCKN aims its coverage at the Greater Kansas City market for best selling results.

* * *

Cousin Emmy

STORY of *Cousin Emmy*, KMOX St. Louis hill-billy songstress, has been prepared by the station in the form of a brochure entitled "It Don't Take Book Larnin' to Git Rich". Booklet gives brief synopsis of the radio career of Cousin Emmy (Joy May Creasy) and states that during 1943, for one sponsor she drew 36,888 pieces of mail (of which 28,365 were direct product inquiries and 8,523 personal fan letters).

* * *

Drug Folder

TO 2,500 druggists in metropolitan New York, WNEW New York is distributing a folder informing them of four products of E. Fougera & Co., New York, now promoted on the station, and urging retailers to "take advantage of this vast advertising campaign by following through in your own store" with proper displays and adequate stock.

1797
CORNER DRUG STORES...

. . . in the valuable $44,542,000 drug market of eastern and central New York and western New England, an area made up of 97 cities* with over 5000 population, which, brought together as they are by WGY, provide an essential single market.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—*the WGY Community.*

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

WGY
Schenectady, N. Y.
50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-190

Sen. Thomas Scoffs At Censor Charge

Has No Quarrel With CBS on Minor Changes in Speech

MUCH ADO about nothing was the manner in which Sen. Elbert D. Thomas (D-Utah) described a *New York Post* story of Aug. 9 that "three pertinent statements" of a speech he delivered on CBS from Washington, Aug. 8 had been censored by the network.

Although Sen. Thomas said he didn't think the portions he deleted were of controversial nature, he asserted: "I've never delivered a radio speech that I didn't change after the advance copies went out." He explained that advance copies of his speech were given the press for release after his broadcast, which originated at the CBS Washington station, WTOP.

CBS Offers Time

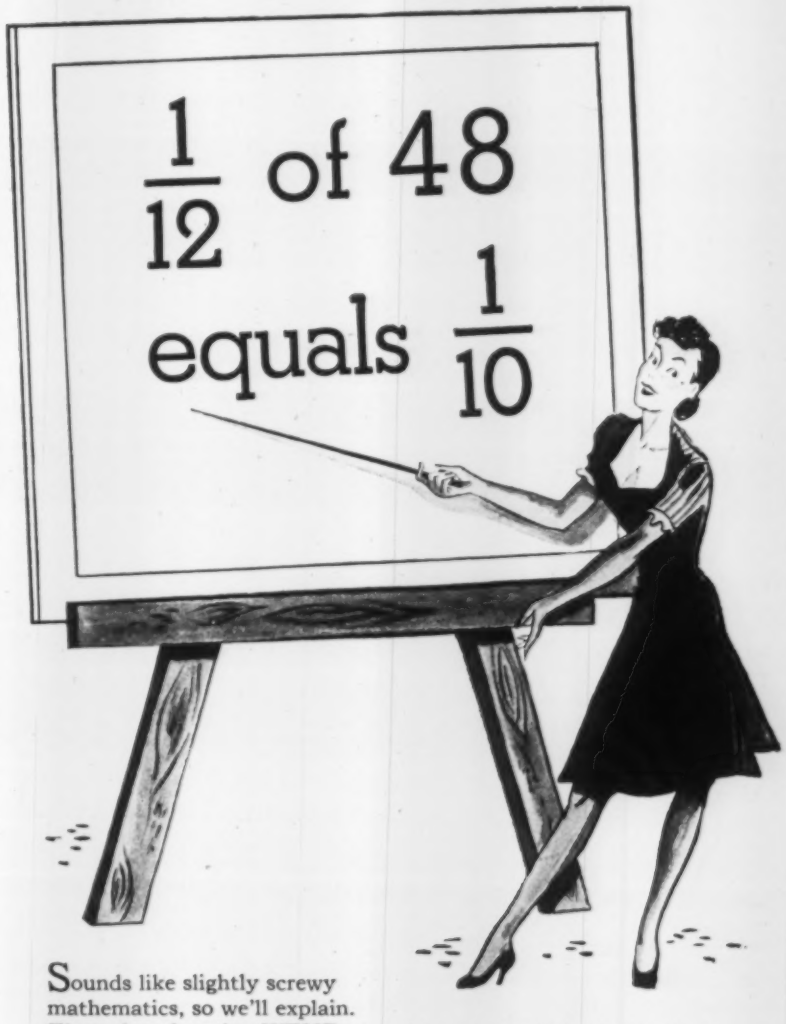
In a statement last Wednesday, following the *Post* story, Paul W. Kesten, executive vice-president of CBS, said: "We wish to point out that the *New York Post* story on Sen. Thomas' broadcast is in error in stating that CBS officials censored any part of the Senator's talk. A thorough check of the entire organization indicates that no CBS official had any knowledge of any changes which Sen. Thomas made in his speech.

"We have learned that one of our employes suggested certain changes, for reasons that are not clear. CBS profoundly regrets that any such suggestions were made, since our policy of presenting controversial public issues, in time provided at our own expense, prohibits censorship of any kind other than to delete slander, libel, obscenity or inciting to violence. We welcome the freest possible airing of all responsible points of view.

"CBS officially offers time to Sen. Thomas to repeat his broadcast and include any items he may have deleted at the suggestion of a CBS employe."

Sen. Thomas said he had no criticism of CBS or its employes and declared the deletion of the portion in question did not change the speech. "The big idea," he explained, "was setting up shelters and we got that across.

"All the stations and networks have been nice to me the last 20 years," he added. "I've grown up with them. Sometimes I've had 15 minutes to fill and find my speech takes 12 or 13 minutes. I've had to rewrite it to make it fit. Or maybe I've had too much and had to cut it some. I don't know who protested about my talk on Columbia. I didn't. I was a guest of the CBS, using free time. Some suggestion was made that a part of my remarks might be considered controversial. I made some changes. It was all very friendly and I am perfectly satisfied. No point would be served in repeating the original text. That would not be timely."



Sounds like slightly screwy mathematics, so we'll explain. The voice of station WENR reaches well into four states—Illinois, Michigan, Wisconsin and Indiana. Four states—one twelfth of the 48 that make up America.

But because of the happy circumstance of these states being thickly populated it adds up to 13,000,000 Americans—and that's One-Tenth of the Nation.

This may be news to you but it's practically legend to the host of new advertisers who have come into the WENR fold. And as far as we can make out, as happy and content a list of advertisers who ever spoke on the airways.

Why not? Besides spreading its voice to One-Tenth of the Nation WENR does so at the lowest rate per 1000 families.

Worth looking into, wouldn't you say?

Sell ONE-TENTH OF THE NATION...over WENR

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

Radio-Sponsored

FIRST organization of its kind to be sponsored by radio, the Western Montana Press-Radio Club is promoting a new era of closer co-operation between the two media. Organized last Fall by Art Mosby, general manager of KGVO Missoula, the Club was incorporated in February to admit to active membership personnel from daily and weekly newspapers and radio stations, with associate members available to business and professional men. Club facilities include a handsome lounge, private bar, lending library, speakers' hall and a game room.

Post-War Plan

MEISSNER MFG. Co., Mt. Carmel, Ill. and Chicago, has created a national sales organization to distribute the Meissner "super radio-phonograph" after the war and to give the company direct representation in the national market, it was announced by G. V. Rockey, executive vice-president. Ray R. Hutmacher has been named district manager, with headquarters at the Chicago headquarters of the Meissner organization.

Radio Wins Praise For Role in Strike

Phila. Stations All Lauded for Part in Getting City Rolling

WITH transportation operating at normal under Army supervision, Philadelphia stations last week returned to regular schedules after a week of public service broadcasts in which radio was credited with bringing about a return to work at midnight Aug. 6 of the city's striking transportation workers.

Maj. Gen. Philip Hayes, placed in command when President Roosevelt ordered the Army to take over the Philadelphia Transportation Co., issued an ultimatum to the striking CIO workers to return to their jobs by midnight Aug. 6. The ultimatum was transcribed and broadcast by all of Philadelphia's nine stations.

Radio Wins Praise

From the moment that WIP, a 24-hour station, broadcast the first strike bulletin at 5:30 a.m. Aug. 1, when the workers went out in protest to the upgrading of Negro employes, until after normal schedules were resumed by the city's trolley, bus and subway systems, Philadelphia's stations broke into programs with bulletins on developments, did special newscasts and carried interviews, winning the commendation of Mayor Bernard Samuel, Gen. Hayes, CIO leaders, Government officials and the President.

WCAU was given wide press commendation for its roundtable broadcast Aug. 2 by representatives of the conflicting parties. Participating in the program, which was handled by Katharine Clark, WCAU commentator, were Frank L. McNamee, War Manpower Commission regional director; James Fitzsimon, international vice-president of the Transport Workers Union (CIO); Mayor Samuel, Joseph Sharfsin, general counsel of the FEPC; the Rev. E. A. E. Palmquist, secretary, Federation of Churches; Mrs. Ruth Mayo, Red Cross Blood Donor Service regional director; Theodore Spaulding, president, Philadelphia Chapter, National Assn. for the Advancement of Colored People. Station officials said Dr. A. A. Mitten, chief of industrial relations for the PTC, declined to participate. WCAU also carried other broadcasts from both sides as well as news developments.

Benedict Gimbel Jr., president of WIP, obtained an exclusive interview with Guy E. Parsons, acting superintendent of police, at 1 a.m. Aug. 2. A transcription was rebroadcast several times during the day. WIP also carried other special interviews and developments, using its mobile unit for pickups and recordings.

WIBG installed microphones in the editorial room of the *Philadelphia Daily News* for strike development broadcasts by station announcers and commentators and *News* reporters.

WFIL mobile unit was used extensively for special pickups and recordings throughout the strike. KYW WPEN WHAT WDAS WTEL also gave all of the stations offered their facilities to Gen. Hayes, when he took over, and previously to Mayor Samuel. Many workers were dependent entirely on radio during the transportation tieup. Philadelphia newspapers gave considerable space to radio's coverage and public service during the strike.

New KSTP Market

INMATE of the Stillwater, Minn., state penitentiary wrote KSTP St. Paul to add him to its mailing list for program notes. He is writing a radio column for the prison paper, *Minnesota Prisons Radio Reporter*. The request has been filled, but now the sales department is contemplating the coverage from a market standpoint.

2,590,000 RADIOS LISTED IN BRAZIL

AN ILLUSTRATED Brochure on Brazil, third in a series of studies on Latin American, market prepared by the Readers Digest Assn., Pleasantville, N. Y., with the assistance of Irwin Vladimir & Co., N. Y., reveals that radio sets in Brazil have increased from 200,000 in 1928 to 2,590,000 in 1940. According to the report, Brazil has 76 stations, but no networks.

Daily *Government Hour* broadcast, 8-9 p.m., which must be transmitted by all stations, is telephoned from Rio de Janeiro to Sao Paulo and thence is passed on by Radiobras, national cable company. In many small towns the receiving sets can pick up only local broadcasts. Most important stations in Rio and Sao Paulo are PRE-8, PRA-9, PRG-3, PRE-9, PRF-3 and PRG-2.

Although the total listening audience in Brazil has never been exactly measured, the report continued, it is known that it includes all classes, and that variance in living habits must be borne in mind when judging which broadcasting periods are most valuable to the advertiser. In Sao Paulo, the best broadcasting time is between 11 a.m. and 2 p.m., when workers are home lunching. At night, preferred broadcasting hours are from 9 p.m. to midnight.

Admiral to South America

PREPARING for an expected large export postwar trade in radios and other appliances, Admiral Corp., Chicago, is sending Dick Bohn, maanger of the export division, on an extended trip throughout South America to sign up Admiral distributors, according to Ross D. Siragusa, firm head. Mr. Bohn will take with him pictures and specifications of the export models designed to meet climatic conditions in South America. In conjunction, Admiral is starting a large advertising drive in Latin America and other foreign markets.

'Canteen' Earns $350,000

STARTING ITS third year on CBS, *Stage Door Canteen* has earned a total of $350,000 for the American Theatre Wing, under whose auspices the program is presented. The money, contributed by the program's sponsor, Corn Products Refining Co., New York, goes towards feeding and entertaining servicemen in canteens operated by the Theatre Wing in seven cities throughout the country. The half-hour variety program is heard Fridays at 10:30 p.m. Agency is C. L. Miller Co., New York.

Worcester's largest buyers of radio time, among them department stores, wholesale bakeries with distribution over the entire market area, a chain of super markets, five Savings Banks — all select WTAG — using 52 week programs — one of them in its fourteenth consecutive year. They know from repeated experience which station reaches the greater audience, because they can quickly measure the response to offerings of merchandise and services. Worcester merchants set an example easy to follow: when you buy time, buy an audience — the WTAG audience.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG 7m WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC 5000 Watts

SPORTS WHN WHN WHN WHN

MUSIC 1050 1050 1050 1050

NEWS WHN WHN WHN WHN

WHN

DIAL 1050 - 50,000 WATTS

ACCURACY
IS OUR BUSINESS

IN WAR...

...IN PEACE

CRYSTALS THAT FIGHT
Precision Crystal Grinding, Finishing and Assembly in Kansas City Plant . . . Important Part of CRECO'S War Job.

Production for War demands **PRECISION PERFORMANCE** *. . . our* **PEACETIME HERITAGE** *as well as our* **WARTIME COMMISSION** *. . . and Victory, to be sure, must come first. But, like charity, Preparedness for Peace begins at home and, when you are ready . . . we are ready . . . to prepare, for the time being, a limited number of Television, FM and Standard Applications.*

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

WHBQ
Likes
TIME BUYERS

and time buyers
like WHBQ

Thanks
ROSS METZGER
NORM HEYNE
KEN STEWART
of Ruthrauff
and Ryan
for
placing business of
THE GOODALL CO.
on the station
with the rising
Hooper

WHBQ

WE SELL
NIGHT & DAY

DIXIE'S 24 hour station
Exclusive Memphis Station
to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
REPRESENTED BY RAMBEAU

Television Ready for Public Moment War Ends, Declares Philco Executive

UNLIKE radio, which required an entirely new structure of engineering, manufacturing, programming and networking, television is ready for the public the moment the war is over and peacetime manufacturing can begin, James H. Carmine, vice-president in charge of merchandising for Philco Corp., told last Thursday's session of the television seminar of the Radio Executives Club of New York.

"Probably never before has the product of a great new industry been so completely planned and highly developed before it was offered to the public as has television," he declared, citing the $25,000,000 that has already been invested in television research and development.

20,000 Trained Experts

Stating that mass production facilities are available to bring television receivers to the public at low cost, he said that transmitters and receivers are already designed; advertisers, agencies and television broadcasters are experimenting with programming, in which the public has evinced a great interest; television networking by radio relays has been proved practical and inexpensive and coaxial cables for networking are being extended. The war's end will see 20,000 men with Army and Navy radio and high frequency training ready to handle the installation and service of television sets, he said.

Theodore Smith, sales manager of communications and scientific equipment of RCA's engineering products department, second guest expert, answered questions about equipment for video stations. Asked what a television station should cost, he replied by asking how much a house should cost, explaining that an exact answer is possible only when all conditions are known.

He pointed out that a station in New York might cost twice as much to construct and operate as a station of the same power in a smaller city. He also explained that its revenue might be twice as much, so that the extra investment would be justified, stating that the kind of service required to serve the community and the potential revenue for such service are often the most important factors in determining the type and cost of station construction.

OFFICE ROMANCE culminates in marriage. Mr. & Mrs. Paul White are pictured shortly after their marriage in Washington, Sunday, August 5 [BROADCASTING, Aug. 7] at the home of Mrs. Franklin Roudybush. Mrs. White, the former Margaret Miller, daughter of Mr. & Mrs. William B. Miller of San Diego, writes documentary news programs for CBS. Mr. White is director of CBS news broadcasts.

Transfers of WMRN, WRNL Granted by FCC

CONSENT to transfer control of WRNL Richmond, Va., and its relays, WEOH and WAHM, and of WMRN Marion, O., was granted last Tuesday by the FCC en banc. All authorized, issued and outstanding common voting stock (500 sh.) of the Richmond Radio Corp., licensee of WRNL, is transferred by John Stewart Bryan (60%) and Douglas S. Freeman and D. Tennant Bryan (20% each) to the Richmond Newspapers Inc., publishers of the *Times-Dispatch* and *News Leader*, for cancellation of notes of the transferors aggregating $25,000, due to and held by the transferee. John S. Bryan is president-publisher of the newspapers and Mr. Freeman is editor. D. T. Bryan also is affiliated with them.

Through sale of 101 shares or 50.5% of the issued and outstanding capital stock of the Marion Broadcasting Co., licensee of WMRN, for $13,837, sole ownership is transferred to Robert T. Mason, president and general manager, by Howard F. Guthery and Florence Guthery. The transaction gives Mr. Mason all of the 200 shares of outstanding stock, 100 of which are to be retired, according to the petition.

Two Promoted

TWO PROMOTIONS in the Radio Branch of the War Dept. BPR were announced last Wednesday. Albert M. Wharfield, officer in charge, overseas section of the Radio Branch, received his majority. Lansing Lindquist, field producer for the *Army Hour*, was made a first lieutenant. A holder of the Legion of Merit for his work as Communications Officer for the Mediterranean Theatre, Maj. Wharfield was manager of national ratings reports with C. E. Hooper Inc. before entering the service. Lt. Lindquist was formerly with WHO Des Moines, the Iowa Network and was program director of WSYR Syracuse.

Garment Video Show

INDUSTRIAL Undergarment Corp., Poughkeepsie, N. Y., makers of Stardust Fashion Products, has arranged for a video program on WABD, DuMont Studio in New York on Aug. 23. The telecast, based on astrology, will be directed and produced by Norman D. Waters & Assoc., New York agency for Industrial, and the Television Workshop, New York.

Willard Co. Sponsors

WILLARD TABLET Co., Chicago (stomach tablets), begins sponsorship October 2 of a series of five minute shows, three times weekly, on WWVA WMMN WROL KMA WALA KTUL WGBF WSGN. 26 week contracts placed through First United Broadcasters, Chicago.

ARCADY FARMS MILLING Co., Chicago, has begun sponsorship of thrice weekly, quarter-hour farm news periods, 6-6:15 a.m. on WLS Chicago, July 25, for 52 weeks. Agency is Presba Fellers & Presba Adv., Chicago.

Explains WOV Action

ALLEGED refusal of the New York Local (802) of the AFM to permit WOV New York to broadcast a *Broadway Barn Dance* program on cultural grounds was dismissed as "poppycock" by William Feinberg, secretary of the union, in a statement to BROADCASTING last Friday. "Hillbillies or symphony men, they're all musicians and they're all members of 802," Mr. Feinberg said, "and we welcome employment for all of them. Our reason for refusing to permit the WOV broadcasts is a basic union policy against broadcasts from miscellaneous engagements, such as dances, from outside of the station studios."

Paint Co. on WLS

AMERICAN CHEMICAL PAINT Co., Ambler, Pa., began sponsorship of a quarter-hour garden information program, Aug. 5, on WLS Chicago, 7:45-8 a.m., every Saturday. The 52-week contract was placed by Brennan-Margulis Adv., St. Louis.

Miles Renews

MILES LABS., Elkhart, Ind., renewed *Lum 'n Abner* in July for another 52 weeks on Keystone Broadcasting System coast to coast. Agency is Wade Adv., Chicago.

TBA Meeting Planned

TELEVISION Broadcasters Assn. board of directors will meet Aug. 25 in Schenectady, with visits to the General Electric video studios and transmitter also on the agenda.

A NEW broadcasting station has been authorized for Fort Francis, Ont., according to word from Walter A. Rush, Controller of Radio, Department of Transport, Ottawa.

KROD
CBS
The Voice
that's heard
all over the important
EL PASO
Southwest
1000 Watts - 600 KC
Dorrance Roderick, Owner
Val Lawrence, Mgr.
NEW MEXICO
EL PASO
MEXICO
TEXAS
HOWARD H WILSON CO

NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!

Yes sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month . . .

SO — HERE WE GO AGAIN!

Get in on this NEW letter contest — write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

hallicrafters RADIO

BUY A WAR BOND TODAY!

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

WHY PAY A GREAT PRICE FOR PEARL (Ky.)?

If you've been paying extra dough to reach a lot of little towns like Pearl (Ky.) you may be glad to know that, as a market, all such towns *together* are mere paste when compared with the Louisville Trading Area! The Louisville Area, for example, accounts for 17.1% *more* retail sales than the rest of Kentucky *combined!* . . . WAVE reaches every radio home in this area, *at lowest cost!* So why pay more for anything else?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

1000

watts effectively beam the message of WWNC's advertisers to the 17 counties in its primary and secondary listening area . . . 17 counties walled in by the Great Smokies and the Blue Ridge mountains from outside radio influence. To reach the entire Western North Carolina market, use

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

Hearing of CIO Protest Against WHKC Deferred to Wednesday; Egolf Quizzed

HEARING before the FCC of the UAW-CIO petition challenging operations of WHKC Columbus, originally scheduled for Tuesday, has been postponed to 10:30 a.m. Wednesday (Aug. 16), by agreement between Ernest Goodman, CIO general counsel, and Philip G. Loucks of Loucks & Scharfeld, Washington counsel for WHKC.

On Thursday the CIO filed petition with the FCC asking subpenas *duces tecum* for radio scripts of Boake Carter, Upton Close, Fulton Lewis Jr., Sheelah Carter, Col. Robert McCormick, publisher of the *Chicago Tribune,* DeWitt Emery, president of the National Small Businessmen's Assn., and others, broadcast over the Columbus station.

Understanding Cited.

Meantime the CIO last Wednesday took depositions of Willard Egolf, NAB director of public relations, on the NAB Code, which the CIO has attacked. Carl M. Everson, vice-president and general manager of WHKC, in a statement of fact filed with the Commission, categorically denied the CIO allegations.

In his examination of Mr. Egolf, Mr. Goodman indicated that he felt violations of the NAB Code, which was adopted "in the public interest," would be grounds for revocation of a license or refusal of renewal by the FCC. He asked Mr. Egolf if the NAB planned to repudiate a 13-weeks series of transcriptions, offered by the National Assn. of Manufacturers, as it did a series of proposed spot announcements tendered radio a year ago by the CIO. The NAB witness said the series had not been submitted to the Code Committee. Mr. Egolf testified that the Code Committee had never received any complaints about WHKC.

In his statement of fact Mr. Everson said the WHKC-CIO contract for 52 weeks was signed June 1, 1943, only after conferences with CIO and station officials, "with the distinct understanding that the main purpose of the programs would be to foster better relations between management and labor, the public and labor, and members of Local 927 UAW-CIO, and with the further understanding that the programs would not be used to solicit memberships, to discuss race, religion and politics or controversial subjects."

The contract contained the clause, "All program materials prepared by the sponsor are subject to the approval of the station management, both as to artists and as to program content," the statement continued. With reference to an Aug. 8 speech of Richard T. Frankensteen, vice-president of the UAW-CIO, over which the union has filed protest, Mr. Everson's statement said it was rewritten by the union through mutual consent.

"The policy under which the station refused to permit specific references to Sen. Robert A. Taft of Ohio, Sen. Burton K. Wheeler of Montana, Sen. Gerald Nye of North Dakota, Congressman John Voorhees of Columbus, O., has been followed generally by the station with respect to all local non-political broadcasts and is not a policy invoked specifically against any labor organization," said the statement.

Mr. Everson, denying discrimination against Mr. Frankensteen, said, "I did not at the time think it proper, code or no code, to permit such utterances on a commercial program unless made by a candidate running for public office and speaking in his own behalf or on a roundtable sustaining program where all parties concerned would have equal opportunity of expression."

The CIO had contended it cancelled its program because of the station censorship. Mr. Everson's statement said the local CIO office informed WHKC's bookkeeping department that the show was cancelled because the Curtiss-Wright Corp. was no longer on the air. In the final broadcast Nov. 28 the CIO script said, the statement added, "At our last membership meeting the decision was made and voted upon by those present that Local 927's radio program to be discontinued for the time being. And since the voice of the membership is the ruling power we are now adhering to this decision."

Mr. Everson declared that although the CIO series began June 6, 1943, and continued until Nov. 28, "I have searched the files and was unable to find a single letter of complaint or commendation with respect to these programs."

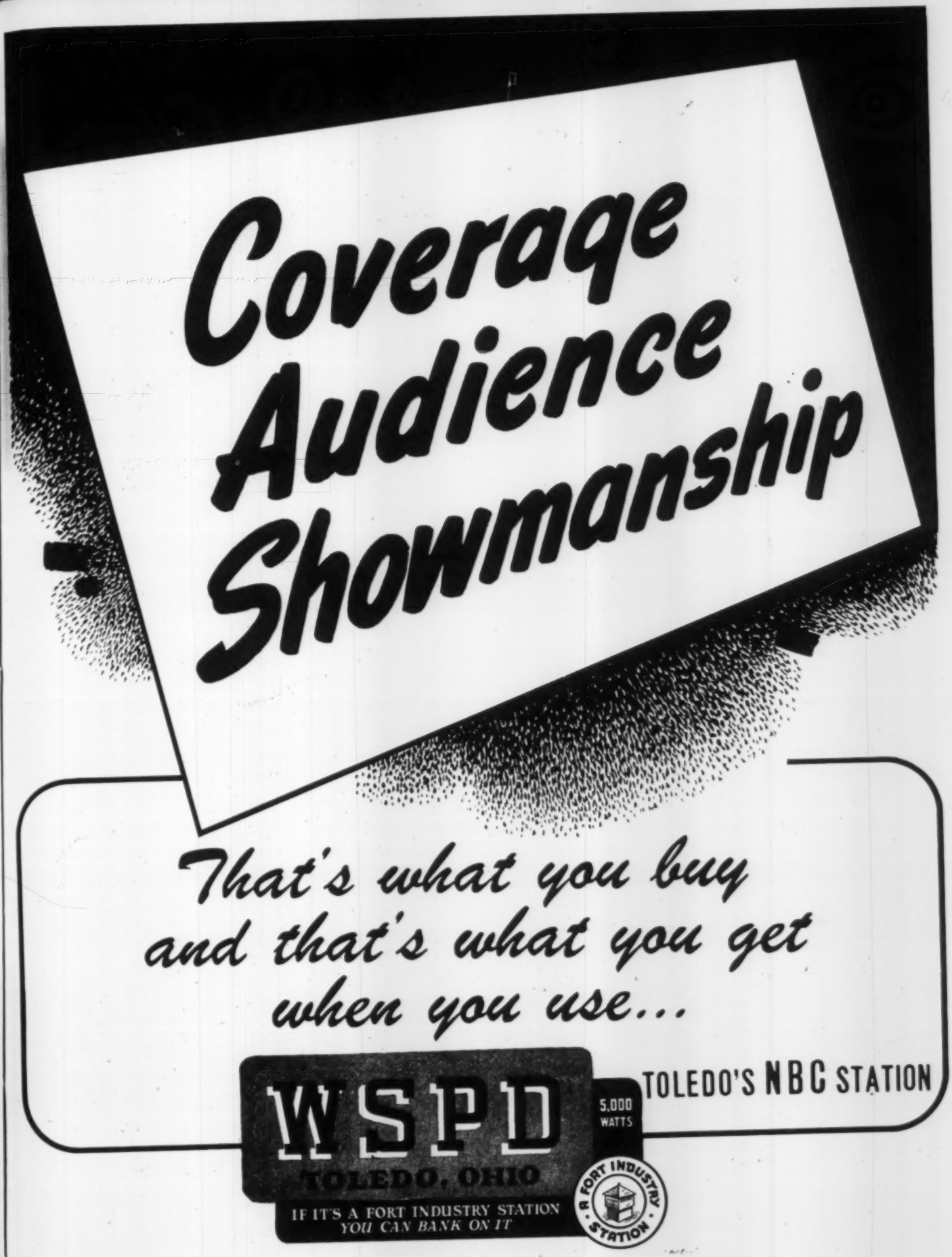
Mr. Everson submitted scripts of Mr. Lewis' broadcasts of March 6, 7, 13, 21, 22 and 27, 1944, which had been attacked by the CIO petition and pointed out that they were presented four months after the Frankensteen broadcast. He also explained that under network operations "known by both the petitioner and the Commission," stations affiliated with networks "must rely upon the originating station's compliance with the laws and regulations".

77 AND STILL carrying the ball! That's Ben Wolff of the WEMP Milwaukee sales staff, who just had a birthday. The staff held a party for the occasion and gave Mr. Wolff a gift of a $100 War Bond.

'Hot Shots' 13th Year

THE HOOSIER Hot Shots have signed their 13th consecutive 52-week contract with Wade Adv., Chicago, for *National Barn Dance,* sponsored by Alka-Seltzer on NBC, 9 p.m. (EWT) Saturdays. Contract provides that, besides their weekly broadcasts, the Hoosier Hot Shots may fulfill recording commitments, make eight pictures for Columbia Pictures Corp., and make a stipulated number of personal appearances. Act will appear soon on the screen in Paramount's *National Barn Dance.*

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc


Coverage
Audience
Showmanship
That's what you buy
and that's what you get
when you use...
WSPD
TOLEDO, OHIO
5,000 WATTS
TOLEDO'S NBC STATION
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

WCBM

A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET

WCBM
BALTIMORE
The BLUE Network Station
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS, INC.
Exclusive National Representatives

WLB Scores AFM Defiance

(Continued from page 11)

intervenor companies to the case as well as representatives of the AFM. Ordered to appear also were J. W. Murray, general manager, RCA Victor Division, RCA; Robert F. Myers, counsel, NBC; C. Lloyd Egner, vice-president of NBC Recording Corp.; Mr. Padway and Henry A. Friedman, AFM counsel.

The telegram follows:

Re: Electrical Manufacturers and AFM (AFL), Case no. 111-2499-D. The National War Labor Board hereby summons the parties to the aforementioned case to a public hearing to be held before the NWLB in Room 5341, Department of Labor Building, 14th Street and Constitution Avenue, Washington, D. C., on Thursday, April 17, 1944 at 10:30 a.m. to show cause why the union has not complied with the provisions of the June 15, 1944 order in the aforementioned case.

Events Reviewed

Mr. Padway appeared in response to a telegram Monday from Mr. Davis advising him that he had ordered George Murk, president of Local 73, AFM, Minneapolis, to come before the Board to explain why the strike had not been terminated. Neither Mr. Murk nor any other members of the Minneapolis local appeared.

Also present from the AFM were Harry J. Steeper, assistant to the president; and Clair E. Meeder. Appearing for KSTP were Sam J. Levy and Paul D. P. Spearman, attorneys.

Mr. Davis opened the hearing by reviewing the action taken by the Board early in May [BROADCASTING, May 8] when it directed that a strike of musicians at the Minneapolis studios of the station be terminated.

He traced the sequence of events since that directive: the compliance of the union by returning to work, a subsequent poll by the National Labor Relations Board showing the musicians voting 8 to 6 against resuming the strike, the issuance of a restraining order by the District Court to prevent the union from holding a meeting to continue the strike, an order by Mr. Petrillo to the local to go back on strike, the dismissal of court proceedings by the station, a request by the Chicago regional WLB to return to work, and a similar order by the national Board to Petrillo which the AFM leader referred to Mr. Padway.

Mr. Davis pointed out that the panel appointed by the regional Board was prepared to issue its report on the dispute when the strike was resumed, interrupting the orderly proceedings under which the Board operates and to which labor organizations have pledged themselves to adhere regardless of the provocations of the dispute. He demanded to know why the men were not ordered to return to work.

Mr. Padway contended that the union is not striking and that the whole case before the Board is based on a "technical twist" involving the transfer of musicians from the St. Paul studios of the station to the Minneapolis studios. He asserted that the musicians are still at work in St. Paul but that the owner of the station has been trying to make them work in Minneapolis, where the wage scale is higher, at the St. Paul rates.

Eloquent, But!

Mr. Davis interrupted Mr. Padway to remark: "You're making an eloquent argument but I want the facts". He asked how long prior to the original strike the contractual arrangements under which the musicians were employed had existed.

Mr. Padway replied that the station had been sending its musicians to Minneapolis for occasional broadcasts for many years but that this practice had been growing in recent years, reaching its highest point with the development of KSTP's Radio City studios. "This man (Mr. Hubbard) is trying to establish himself in Minneapolis on a St. Paul basis", he said. "Do we have to work for him? We say no!"

Mr. Levy testified that Mr. Padway had given a "garbled" statement on the situation. He said that KSTP has operated on a joint contract with the Minneapolis and St. Paul unions covering employment in both cities and cited sections of the contract in support of his testimony. He said the union wanted a separate contract for Minneapolis and demanded that the station employ eight musicians in Minneapolis and be paid for 22 hours a week and also three platter turners and a librarian. He said the station did not have sufficient work for these men.

Mr. Davis then turned to Mr. Padway and said he had not yet been given a satisfactory explanation as to why these differences over wage rates and employment could not be settled under the orderly procedures of the Board.

Mr. Padway said the strike was renewed because the employer "irritated" the union by taking the case to the courts, issuing press releases, spending money, etc. The union felt, he said, that if Mr. Hubbard would handle the dispute in this fashion it would "take him on".

Mr. Davis replied that there was "no reason in the world" why the union should not present the justice of their case in an orderly way before the Board. He said the court proceedings were "over the dam" in that it was "incredible" to him that the strike should be renewed after the union had originally complied with the Board's order to return to work.

"There's no reason on earth why the orderly procedures of this Board cannot be continued", he added.

O'Dea Motion Granted

MOTION by Richard E. O'Dea, minority stockholder in Wodaam Corp., licensee of WOV New York, to take depositions in connection with the application of Arde Bulova and Maj. Harry D. Henshel to transfer control of Wodaam Corp. to Murray and Meyer Mester was granted last Wednesday by Commissioner C. J. Durr, sitting as motions chairman of the FCC. Mr. O'Dea, through his attorneys, Warren & McGroddy, New York, filed petition to intervene in the proposed transfer, hearing for which was held July 6. The Mester Brothers, through Segal, Smith & Hennessey, Washington counsel, previously had been granted motion to take depositions of character witnesses.

WMPS-Plough Deal

CONTRACT provisions were being completed last week for sale of WMPS Memphis, by Memphis Broadcasting Co., Scripps-Howard subsidiary, to Plough Inc., pharmaceutical manufacturers. The price is understood to be approximately $350,000, with $50,000 of the price representing adjustment on receivables. Plough Inc., is forming a new corporation to take over the regional [BROADCASTING, July 17].

KFJI Sold to Miller

SALE of KFJI Klamath Falls, Ore., by George and Rachel Kincaid to Williard D. Miller of that city for approximately $110,000 was effected last week, subject to FCC approval. Mr. Miller is head of a contracting firm and lumber yard and owns the Willard Hotel in Klamath Falls, KFJI operates on 1240 kc. with 100 w.

NORTH EAST WEST SOUTH
The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
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Hot Springs, Ark.
Participating
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

1480 Kilocycles — Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City

AGAIN AVAILABLE

ADAPTERS *Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 5/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 1/2 inch thread; one for 5/8 x 27; and a hook complete the adapters normally supplied.*

CASTINGS *All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilited.*

TUBING *All tubing 18 gauge aluminum alloy finished by the Alumilite Process — a hard, oxide coating.*

HANDWHEELS *All hand wheels are knurled and polished aluminum alloy, 2½ inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.*

CASTERS *Three inch double ball bearing, rubber tired Darnell Casters.*

COLOR *All castings platinum gray. Baked enamel.*

GUARANTEE *Workmanship and materials fully guaranteed.*

RECENT priority rulings have made George A. Starbird Microphone Booms again available to qualified buyers. Radio stations, commercial sound studios, advertising agencies and others entitled to maintenance, repair and operating preference ratings may secure these booms. Long the standard of this type, and widely used by leading radio stations and networks, these microphone booms will deliver years of trouble-free service . . . and will reduce set-up time. Absolutely silent in operation.

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COMPLETE FACILITIES FOR . . .
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RADIO STATION REPRESENTATIVES
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MONTREAL • WINNIPEG
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FOUR TOP MARKETS!
• Central Kentucky
WLAP Lexington, Ky.
• Amarillo
KFDA Amarillo, Tex.
• The Tri-State
WCMI Ashland, Ky.-Huntington, W. Va.
• Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

WRGA
MUTUAL
Home
GEORGIA

Phones on Penn. R. R.

TRAIN TELEPHONES, combining the principles of radio and telephone are to be installed on the two mainline four track divisions of the Pennsylvania Railroad between Pittsburgh and Harrisburg, Lew Henderson, Railroad Regional Publicity Director, announced last week. Contact wll be maintained via phone between moving passenger and freight trains, wayside towers, and between moving trains themselves.

Approximately 300 passenger and freight locomotives, 90 freight cars and six wayside towers along the track will be equipped with the phones. New system, costing $1,000,000, was developed by the Union Switch & Signal Co., and the General Electric Company's research department. Device has been in experimental use on the Trenton-Phillipsburg branch of the road in New Jersey since 1942.

'Real Romance' Series

HILLMAN PERIODICALS, New York, and Kasper-Gordon, Boston recording studios, last week signed a two and a half-year agreement for the production of a series of transcribed quarter-hour programs based on material taken from Hillman's *Real Romance* magazine. Recorded dramatization, under the supervision of Jerry Law, radio director of Hillman Periodicals, will be made available to stations throughout the country for local sponsorship. Starting in September, a series of one-minute transcribed announcements will be used on stations three times weekly in some 75 markets to promote *Pageant*, a Hillman monthly which will make its debut in October. It will be an illustrated general news magazine. Agency handling the latter is Erwin, Wasey & Co., New York.

'Hidden Enemy' Drive

CAMPAIGN booklet entitled *Hidden Enemy*, enlisting advertising support to spread public knowledge regarding veneral diseases, has been released by the War Advertising Council, in cooperation with the Office of War Information and the U. S. Public Health Service. Booklet, prepared by Warwick & Legler, volunteer council agency, gives information on background of the problem and offers specific suggestions for advertising cooperation including radio. Sample of 30 and 45-second and one-minute spot announcements are included. Council advises, however, that all radio announcements should be cleared with the OWI and USPHS.

Red Cross Honored

AS A SPECIAL contribution to the Red Cross, Cresta Blanca Wine Co., New York, is presenting a series of five broadcasts on Mutual, 12:15-12:20 p.m., each Wednesday during August. Titled *Red Cross in Action*, series describes the activities of that organization on world battlefronts. Five-minute programs contain no selling talk for the sponsor's products, but are devoted entirely to the Red Cross except for a credit line of sponsor identification. Series was placed by William H. Weintraub & Co., New York.

"HERE'S YOUR OFFICE," explains Hugh Feltis, KFAB Omaha general manager, as he shows the staff plans of the new studies at Lincoln. The KFAB branch has just moved from the Lincoln Hotel to the Sharp Building. Discussing the layout are (l to r, seated): Bill Dietz, salesman; Earl Williams, station manager; Mr. Feltis; Paul Dodd, accountant and office manager. Standing: Don Showmaker, promotion; Bill Macdonald, farm editor and program director; Mark Bullock, chief engineer; Jiggs Miller, continuity editor, all of the Lincoln office.

OWI Returns to Program Production, Assuming OCD 'Hasten the Day' Series

SLIGHTLY altered to allow time for commercial sponsorship, the Office of Civilian Defense transcribed program, *Hasten the Day*, will be taken over beginning Sept. 10 by the OWI Domestic Radio Bureau, John D. Hymes, deputy chief of the Bureau, advised stations last week.

Now used by approximately 320 stations, the program, a 15-minute once a week daytime serial on the life of the Tucker Family and its part in the war effort, will have its final broadcast under OCD auspices during the week of Sept. 3. Suspension was made necessary by a reduction in OCD appropriations.

OWI will continue the program on the same stations but may offer it to other stations later, Mr. Hymes said. Beginning Sept. 10 the program will be cut to 13 minutes and 15 seconds with one minute and 15 seconds allowed for sponsor announcements. Stations now carrying it may offer it for sale subject to the usual Government regulations, which exclude liquor or proprietary medicine sponsorship.

The use of disclaimers will be unnecessary where the program is sold, Mr. Hymes said, but commercial announcements must be worded to avoid any suggestion that the OWI endorses the product or the business of the sponsor.

Presentation of *Hasten the Day* by OWI marks the agency's first program production since the old *Uncle Sam* series which was canceled in May 1943, causing many protests from stations which had sold the program to sponsors. *Hasten the Day* will continue to be written by Pauline Gilsdorf and directed by Charles A. Schenck Jr.

Cost of the program, which incorporates the use of various home front messages, will be borne by several Government agencies.

WILLIAM G. RAMBEAU Co., Chicago radio representative, as of Aug. 1 will represent WCLO Janesville, Wis. Station operates with 250 w on 1230 kc.

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

Five Billions in Surplus Equipment Is Reported

ESTIMATE was made last week that with the end of European hostilities, Government-owned war end surplus materials will include $3,-200,000,000 in radio equipment and $2,200,000,000 in radar equipment for the Army alone, out of a total estimated material surplus of $103,-628,000,000. This total includes industrial facilities, aircraft, ships, potential civilian raw materials and finished products, according to the July 28 report of the Senate Committee on Small Business.

Communications equipment and electronic devices valued at $1,159,-947 had been acquired up through July 15 by the Defense Supplies Corp., it was reported. It was emphasized, however, that while surpluses were mounting at a fast rate now because of terminated contracts and obsolescence, gigantic quanties will not be built up until the end of the war in Europe.

Education Office to Air Series of 8 Broadcasts

EIGHT weekly half-hour broadcasts on critical issues in American education will be aired under the title "Pursuit of Learning" on the NBC *University of the Air*, 4:30 p.m. Sundays. Series began Aug. 13, according to John W. Studebaker, U. S. Commissioner of Education.

Under joint sponsorship of the U. S. Office of Education, the National Education Assn., the American Vocational Assn., and NBC, the series will bring Government and civic leaders to the microphone to exchange opinions on postwar educational problems. The initial broadcast will feature Maj. Gen. Walter L. Weible, Director of Military Training, ASF, and Vice Adm. Randall Jacobs, Chief of the Bureau of Personnel, Navy Dept.

U. S. Manual

SUMMER 1944 edition of the U. S. Government Manual, official handbook of the Government, will be available for distribution after Sept. 21 from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Cost is $1 a copy with 25% discount on orders of 100 copies or more delivered to one address. Orders should be placed in advance.

USUALLY impeccably attired O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations and owner of KTOK Oklahoma City, was snapped informally during his recent initiation into the Shriners at Amarillo, Texas.

'Cross Town' Winner

WINNING 30-minute radio play, *Cross Town*, written by Chandler Harris in contest conducted by NBC-UCLA Radio Institute, was announced by Jennings Pierce, network western division public service director, in charge of the institute, and presented on NBC stations Aug. 5. Confined to students enrolled in institute radio writing course, all entries were themed to the recruitment of blood plasma for the war. Scripts were judged by Radio Institute faculty. Winner also received $100 War Bond contributed annonymously. Similar contest will be concluded at NBC-Standard (Cal.) Radio Institute on Sept. 2.

Lingerie Series

MISS SWANK, New York, manufacturer of lingerie in a test campaign to start in September, will use radio for the first time, with a quarter-hour transcribed series of weekly programs in some 15 markets throughout the country. Station list may be increased at a later date. Contact for the musical series is for 13 weeks. Agency is Hirshon-Garfield, New York.

Potent News

THAT German soldiers on the Normandy front tune in on BBC broadcasts has long been recognized, but David Anderson of the BBC found a Nazi who surrendered because of a newscast. A Nazi in his foxhole heard via BBC that he was surrounded, so he climbed out, walked into the Allied lines and surrendered.

RMA Advertising Group To Witness Video Show

A TWO-HOUR television program was arranged by James H. Carmine, Philco vice-president in charge of merchandising, for a meeting of the Radio Manufacturers Assn. Advertising Committee at Huntingdon Valley Country Club, Philadelphia, on Aug. 9. A progress report was presented by Theodore R. Sills & Co., Chicago public relations agency, handling an extensive promotion program for RMA on the industry's wartime accomplishments and to dispel misconceptions that postwar receivers will accomplish "miracles".

Members of the committee, headed by John S. Garceau of the Farnsworth Television & Radio Corp., Fort Wayne, Ind., are: Mr. Carmine; Charles B. Brown, RCA Victor Division of RCA, Camden; John Porter, General Electric Co., Schenectady; Seymour Mintz, Admiral Corp., Chicago; S. D. Mahan, Crosley Corp., Cincinnati; Edgar Herrmann, Zenith Radio Corp., Chicago; Victor Irvine, Galvin Mfg. Corp., Chicago; Stanley H. Manson, Stromberg-Carlson Co., Rochester, N. Y., and P. G. Gillig, Emerson Radio & Phonograph Corp., New York.

New Rome Service

NEW program transmission service, linking New York directly with Rome and enabling American radio networks and stations to receive reports directly from the Italian war theatre, has been established by RCA Communications in cooperation with United States military authorities. Service, which began Aug. 5 with the broadcast of a commercial network program is made possible by RCAC's direct radiotelegraph circuit which has been transmitting press dispatches, government information, military and personal messages from Italy since June 13.

Louis Gilman

LOUIS GILMAN, 58, president of Gilman, Nidoll & Ruthman, newspaper representative firm, died last week at Stanford U. Hospital, after a three-week illness. Mr. Gilman was on a business trip to the Pacific Coast when he was taken ill. He was a member of Temple Emanu-El of Yonkers, and of Dinwoodie Lodge, F. & A. M.

Games Sponsored

CHICAGO MOTOR CO., Chicago, will start sponsorship of series of 10 football games late in September on WGN Chicago, with Jack Brickhouse announcing. Agency is Agency Service Corp., Chicago.

History Repeats!

WAIR has not just one but hundreds of outstanding successes to its credit. WAIR's great popularity is due to its ability to sense and meet public demand. A rare station in a rare market.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

KTFI

TWIN FALLS · IDAHO

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
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661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

IF POULTRY RAISERS
Are Your Prospects

You Reach 'Em Through WDZ

There are 3 times as many chickens in Illinois as there are people . . . this state ranks 3rd in poultry population.

Of the 26 million poultry in Illinois, nearly half are located in WDZ's primary area . . . covered effectively by this result-getting station. WDZ's "directional" programs appeal to these average folks. They listen . . . and respond! Let us show you past results . . . to guide your future success. Write . . .

HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS 1050 KC. TUSCOLA, ILL.

"But we have six better ways to get Atlanta folks to tune to WAGA!"

* CAR CARDS, BILLBOARDS, ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE

Planners Omit International Shortwave

(*Continued from page 11*)

between 450 and 1000 mc for high definition television. Beyond that, it proposes that if 20 mc channels are required, the ultimate allocation be extended to 960 mc which would permit twenty-five 20 mc channels.

No suggestions as to television standards were made by IRAC but it stated it believed the plan sufficiently flexible to permit decisions to be made as to standards and methods of their establishment. Thus, the suggested allocation would permit continuation of television on prewar standards until such time as new ones are established. It also would permit operation on a dual standard basis heretofore suggested by certain manufacturers and broadcasters and espoused by Commissioner E. K. Jett of the FCC, when he was chief engineer of that agency.

The committee expressed a preference for a single standard basis but concluded that existing factors dictated flexibility.

Taking into account the claims of FM and television for the lower portion of the spectrum, IRAC concluded that the requirements of both services could be met and the conflict resolved by allocation of spectrum space between 42 and 54 mc for FM. Should technical studies now being made indicate that FM is too low in the spectrum, the committee said a shift could be made between FM and television without seriously disturbing either and without effect to other services.

Point-to-Point Suggested

The space proposed by IRAC for FM would permit sixty 200 kc channels, eighty 150 kc channels or one hundred twenty 100 kc channels, as against forty 200 kc channels now provided. Decisions concerning the width of the FM broadcast channels could be made later. If more than 60 channels are required, IRAC concluded that there are distinct advantages in utilizing narrow channel widths rather than more spectrum space.

Failure to provide space for international broadcasting caused considerable speculation. It was believed that IRAC was motivated by conflicts as to how the service should be carried on in the postwar world and that ultimately provisions can be made through reassignment of other services. The IRAC suggestion was that programs be transmitted by point-to-point relay for broadcast on the domestic systems of the world—a proposal that drew the fire of Messrs. Lemmon and Cohan.

IRAC pointed out that it recognized the present international broadcast system is engineeringly unsound because of the crowding of stations in a minimum of space. An effective international broadcast service free of interference, it said, would require an inordinate amount of spectrum space. Instead of about 7%, probably more than 50% of the spectrum between 4 and 20 mc would have to be allocated for adequate international service which would impinge upon space available for aviation, maritime, fixed and other international communications of the world.

It was pointed out that about 40% of the space between 4 and 20 mc would be required if Great Britain, Russia and the United States should operate only 18 transmitters each simultaneously whereas the United States and Great Britain now have 36 each. Then 30 of the larger nations would have only two transmitters each and 30 smaller nations would use only one. Four channels would have to be assigned to each transmitter because of the variation in propagation conditions in the high-frequency spectrum. In suggesting that programs be transmitted by point-to-point relay for rebroadcast, IRAC held that it was unable to effect an allocation for the direct international broadcast service and that pending a decision as to the policy to be adopted, it had to assume that the relay method would be employed.

Rapid Work Urged

In opening the Friday sessions, Mr. deWolf explained that about a year and a half ago President Roosevelt had asked Secretary Hull to look into postwar reconstruction.

The Department has prepared every five years for a world telecommunications conference. None has been held in eight years, he pointed out, because of the war. This country must be prepared to go to the next telecommunications conference at the earliest possible date with an integrated plan. Acting Secretary of State Stettinius, he said, has urged all committees to work as rapidly as possible.

Aside from the IRAC allocations report, Mr. deWolf alluded to the need for "traffic control in world radio and pointed to the proposal on radio regulations which would create a central frequency registration board. This board would be composed of five members of different nationalities elected at the next telecommunications conference and to serve as custodians of an international public trust. It would provide for systematic registration of frequencies by all nations and each Government, to obtain international priority for the use of frequencies upon assignment or change of assignment, would notify the new board, according to a prescribed procedure.

A 'Working Instrument'

He pointed out that the existing notification method is based on an agreement originally reached in Berlin in 1903, setting up the Berne bureau.

Alluding to the IRAC recommendations on allocations, Mr. deWolf said it was to be used purely as a working intrument and was "almost like doodling". In shooting for a December deadline on American proposals, Mr. deWolf declared an international conference may well be called by next spring.

At such a conference, he said, this country will insist that English be placed on a par with French as the official language, unlike past sessions. Calling for a unanimous argeement of the planning committees, Mr. deWolf said sacrifices inevitably will have to be made, because only limited facilities are available and the demand far exceeds the supply. The report then will go to the postwar planning committee of the State Dept., headed by Secretary Hull.

Upon approval of that committee, the plan will become official and ready for the international conference. It is hoped to get the United Nations behind the plan and he thought it was better to come too early with too much rather than too late with too little.

Dr. Dellings said postwar planning can no longer be safely deferred as to communications. World organization of telecommunications and particularly radio is extremely delicate and complicated, he said.

CBS Position 'Different'

Preparations for the next conference may present the last op-

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TIME BUYERS! . . . . .

. . . . To learn the story of XEMO, the best dollar-for-dollar buy in the thriving Southern California market. And we can prove it! If you have a critical client who keeps a mail check on your every move, tell us the demands and we'll show you how XEMO can back you up. We know the size of the XEMO audience, and we're not too frightened to prove it to you. For full details, write XEMO, Box 584, Hollywood, California.

portunity to make major improvements in allocations, Dr. Dellinger pointed out. So much has happened that a substantially improved communications structure may be devised.

CBS Engineering Director Lodge pointed out that his company wholeheartedly endorsed that bearing on television allocations, calling it a progressive and practical solution of a most difficult and complex problem.

He reiterated Columbia's position for wider band color television and pointed out that his network is now negotiating with three major transmitter manufacturers to design and build television transmitters between 400 and 900 mc. They will have power between 1 and 5 kw, which, he pointed out, is equivalent to considerably greater power on the lower frequencies. One manufacturer says he can complete the job six months after the war.

On FM, Mr. Lodge said that this improved system of transmission, if allowed to develop without unnecessary restraints, will permit a greatly expanded broadcast service. The IRAC proposal to extend the band to include frequencies from 42 to 54 mc was hailed as most desirable but only a partial solution.

Pointing out this would provide only sixty 200 kc channels or eighty 150 kc channels, he said that in view of the congestion in New York and other metropolitan areas, in addition to the requirements of educational broadcasters, he believed a substantial increase in channels is required for comprehensive national FM service. An obvious way to accomplish this, he said, is to reserve adjacent channels assigned to lower frequency television stations until such time as television is firmly established in the higher frequencies.

Mr. Lodge also alluded to data indicating that FM channels may be too low in the spectrum (see bylined article, page 13). He expressed the hope that studies by the FCC, Bureau of Standards and the industry will throw additional light on this subject before the allocation plan is frozen.

On international shortwave broadcasting. Mr. Lodge said his company believed the postwar world should see a free interchange of news and information across national borders and that international stations in this country should remain under private ownership and control, even though the Government operates one or more shortwave stations for its official utterances.

Unless other nations of the world are willing to forego international broadcasting, he said, his company believed the United States must maintain adequate facilities in this field.

Mr. Lodge also commended the IRAC proposal to extend the standard broadcast band downward by adding the additional channel 540 kc. KMBC Kansas City is applying for that frequency, already assigned in Canada. Stations constructed in this country to operate on 540, he said, will undoubtedly provide additional and improved radio service. He pointed out, however, that possible restrictions on use of this channel within this country may limit its full utilization. He suggested discussion with Canada on the possibility of relaxing these restrictions and advanced the proposal that American stations be placed on the frequency with appropriate directional antennas and without regard to the distance from the boundary.

Mr. Lemmon, in attacking the IRAC proposal on international broadcasting, said the United States should be a leader in enlarging and expanding, rather than doing away with this great force. He explained the work done during the last decade by World Wide in building up a "world radio university." He said he did not think the proposed relaying of international broadcasts for local station distribution was feasible.

Stations in other countries are largely controlled by national governments and such programs would be subject to their whim and censorship. Doing away with direct international broadcasts would be a challenge to international free press and free speech, he said.

Urging that the whole question be reopened, Mr. Lemmon said he thought that there should be assigned to international broadcasting in the postwar structure as many frequencies as were used befor the war. It is possible also to multiplex other services on these channels without interference. Moreover, he said, Axis facilities would be available after the war.

Mr. Cohan, former engineering director of CBS and with World Wide for the last three months, said the IRAC report was considerate of amateurs, who have 60,000 well organized members, whereas the seven private licensees of unorganized international broadcasting are considered unnecessary evils to be dealt with by Government confiscation after the war. The inevitable conclusion is that IRAC feels that amateurs perform more vital functions than international broadcasting. He belittled the importance of amateurs.

Mr. Cohan was critical of the practical judgment of IRAC, pointing out that it constitutes a group of competent Government engineers who spend their lives on theory and research but have little imagination or practical experiences in the operation of international broadcasting.

Branding the relay method wholly impractical, he said that aside from the censorship aspect, it is practically impossible to beg, borrow, steal, lease or buy enough good listening hours a day on a good local station in a foreign country. Moreover, he said, no foreign country would permit us to literally take over their local station for six choice hours a night.

OWI and CIAA have invested millions of dollars of taxpayers' money in the operation and expansion of privately owned plants during the two years of Government programming, Mr. Cohan pointed out. He supported Mr. Lemmon's proposal that prewar facilities be made available for direct international broadcasting, and said that by means of a technical development, known as "frequency shift," several different types of comunications can be transmitted and received simultaneously on the same wavelength with speech and music.

Alluding to the allocation of 300 mc to the amateur services, Maj. Armstrong asked that perhaps 10 or 20 of those frequencies might be provided for FM relay after the war. As it now stands, he said, there is no provision for relay service to FM stations around the country. His concluding note was that the conferees avoid putting themselves in a straightjacket and leave themselves free to take advantage of scientific advantages that are sure to come.

AFL, Networks Discuss Plans for Radio Series

PRELIMINARY conference to discuss formation of an AFL radio plan was held last Friday in Washington between William Green, AFL president, and officials of the four major networks. The meeting was described as "cordial". Each of the networks would contribute 13 weeks during 1945 for AFL broadcasts. AFM opposed continuance of AFL-CIO participation in the *Labor for Victory* series carried until recently by NBC.

Representing the Blue were Mark Woods, president; Chester La Roche, chairman of the executive committee, and Kenneth Berkeley, Washington director. Present from NBC were Frank E. Mullen, vice-president and general manager, and Frank M. Russell, Washington v.-p. From CBS were Lyman Bryson, director of education; and Earl H. Gammons, director of Washington office. Mutual was represented by Madeline Ensign, Washington program director, and Louis G. Caldwell, Washington counsel. Also present from the AFL was Philip Pearl, public relations director.

"WFDF Flint was right — I joined the Navy, and what do I see!"

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Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 5 TO AUGUST 11 INCLUSIVE

Decisions . . .

AUGUST 7

KORE Eugene, Ore.—Granted additional 30-day extension for filing application for involuntary assignment of license.

Birney Imes Jr., Meridian, Miss.—Continued hearing until Sept. 8 on application for CP for new station.

AUGUST 8

Birney Imes Jr., Meridian, Miss.—Granted petition amend application for CP to change answers as to type of equipment proposed.

WGST Atlanta—Granted CP authorizing changes in transmitting equipmet.

W9XEK Louisville, Ky.—Granted CP for new developmental station, experimental basis, 45,500 kc, 1 kw.

KGHF Pueblo, Colo.—Granted CP authorizing power increase from 500 w D/N to 1 kw D, 500 w N and changes in transmitting equipment.

WHLN Harlan, Ky.—Granted CP authorizing change in frequency from 1450 to 1230 kc.

Crosley Corp., Columbus, O.—Placed in pending file application for CP for new hf station in accordance with FCC policy adopted 2-23-43.

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Tentative Calendar . . .

WHKC Columbus, O.—Petition of Local 927, UAW-CIO Columbus, O., set for Aug. 16.

WORL Boston, Mass.—License renewal, hearing set for Aug. 17.

State of West Va., Dept. of Public Safety, Stollings, W. Va.—hearing for CP new land stations set for Aug. 16.

West Va. Radio Corp., Morgantown, W. Va.—Same.

Wooster Republican Ptg. Co., Wooster, O.—Same.

Nevada Broadcasting Co., Las Vegas, Nev.—Same.

Fetzer Broadcasting Co., Grand Rapids, Mich.—Same.

Doughty & Welch Elec. Co. Inc., Fall River, Mass.—Same.

Warner Bros. Broadcasting Corp., Hollywood, Calif.—Placed in pending file application for commercial television station in accordance with FCC policy 2-23-43.

United Detroit Theatres Corp., Detroit—Same.

WFSM Inc., Indianapolis—Same.

KNET Palestine, Tex.—Granted mod. CP to change hours of operation from D to unlimited.

WRNL Richmond — Granted transfer control Richmond Radio Corp. and relay stations WEOH and WAHM from J. S. Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 sh (100%) of all outstanding common voting stock for cancellation of notes of the transferors aggregating $25,000.

WMRN Marion, O.—Granted transfer control of Marion Broadcasting Co. from H. F. Guthrey and Florence Guthrey to R. T. Mason for 101 sh (50.5%) of issued and outstanding capital stock for $13,837.

WDEF Chattanooga, Tenn.—Granted assign. license from Joe W. Engel to WDEF Broadcasting Co. involving transfer from an individual to a corporation controlled by him.

KLBM La Grande, Ore.—Granted assgn. license from Ben E. Stone to Inland Radio Inc. for $15,000.

KTAR Phoenix, Ariz.—Granted reg. license renewal.

KTW Seattle, Wash.—Granted license renewal for period ending 5-1-47.

WJAX Jacksonville, Fla.—Same.

WSAP Portsmouth, Va.—Granted motion to dismiss without prejudice application for CP to change from 1490 to 1240 kc.

KCRJ Jerome, Ariz.—Granted permission cancel outstanding license, delete call signal and close records of station. Denied request to reserve call signal.

W2XWG National Broadcasting Co. N. Y.—Granted license change temporary class 2 experimental from hf from experimental tto commercial FM operation.

WNBZ Saranac Lake, N. Y.—Commission on own motion postponed for 30 days hearing scheduled for Aug. 11. on application renewal.

AUGUST 9

WHKC Columbus, O.—On its own motion continued hearing on application for license renewal scheduled for Aug. 15 to Aug. 16, 10:30 a.m.

AUGUST 11

KRNR Roseburg, Ore.—Granted CP move transmitter and studio from Oak & Johnson St. to 136 N. Jackson St.

Applications . . .

AUGUST 7

Binghamton Press Co. Inc., Binghamton, N. Y.—CP new standard station, 1490 kc, 250 w unlimited.

Alexandria Broadcasting Co. Inc., Alexandria, La.—Mod. CP for change in transmitter's DA.

Ernest B. Forbes Jr.—CP for new standard station, 1490 kc, 250 w unlimited, d/b Magic City Broadcasting Co., Birmingham, Ala.

Donald A. Burton, Muncie, Ind.—CP for new FM station, 46,500 kc, 9,600 sq. mi.

State Teachers College West Chester, Pa.—CP for new non-commercial, educational station, 42,100 kc, 1 kw and special emission, (returned, incomplete).

New York Times Co., N. Y.—CP for new FM station, 45,500 kc, 8,250 sq. mi. (dismissed at request of applicant).

AUGUST 8

WDOD Chattanooga, Tenn.—Authority determine operating power by direct measurement antenna power. 1310 kc.

KOMO Seattle, Wash.—Mod. CP authorizing power increase to 50 kw for approval of DA system and transmitter site amended.

NBC Inc., New York—Extension of authority transmit programs to CMX Havana, beginning 8-20-44.

A. G. Beaman and T. B. Baker Jr., partnership d/b Capitol Broadcasting Co. Nashville, Tenn.—CP new standard station, 1450 kc, 250 w unlimited.

AUGUST 11

Central Louisiana Broadcasting Corp. Alexandria, La.—CP for new standard station, 1490 kc, 250 w unlimited.

A Frank Katzentine, Orlando, Fla.—CP for new standard station, 1400 kc, 250 w unlimited.

STORE TAKES MORE
Georgia Chain Gives Radio 70% of Ad Budget

FAITH in radio advertising has been proven by Belk-Gallant Co. department stores of LaGrange, West Point, and Newnan, Ga. by their contract with WLAG LaGrange allocating approximately 70% of the store's annual advertising appropriation to radio. The contract includes sponsorship of Arthur Gaeth's daily MBS commentaries, a daily UP newscast, plus 56 spots weekly. Company also holds an option on the holiday season *Santa Claus Mailbag* program.

Belk-Gallant Co. has used WLAG for more than three years. "Radio has proven to us its ability to make actual sales, and lots of them," James Gallant, head of firm, said in signing the contract with Edwin Mullinax, WLAG station manager. "We find a combination of good spot copy and news broadcasts unsurpassed."

FCC Availability List

LIST of 158 holders of first and second class radiotelephone licenses who have indicated they are available for employment since last month was released by the Federal Communications Commission last week. Both lists 3 and 4 have been drawn up to alleviate the current shortage of radio operators in the industry.

Ferry-Morse on Coast

FERRY-MORSE SEED Co., Detroit, began sponsorship of a quarter-hour audience participation program titled *Cabbages and Queens*, conducted by Rollie Langley, Aug. 4, on the Don Lee California network, 2:30-2:45 (PWT) every Friday. The 13-week contract was placed by MacManus, John & Adams, Detroit, Mich.

WJMC Joins MBS

WJMC Rice Lake, Wis., on Aug. 8 joined MBS as a fulltime affiliate bringing the total number of stations to 233. WJMC, owned and operated by W. H. McGenty, operates with 250 w on 1240 kc.

"ORDERING 104 MORE SHOWS"
advises Fred Cannon—ALL-CANADA RADIO LTD.
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Combination first-class engineer-announcer, for southern CBS station; non-defense area. $50.00. Write Box 527, BROADCASTING.

Announcer—Experienced newscaster, also capable of routine studio work. 5 KW network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

Transmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

Transmitter Engineer for 5 KW Midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

Chief Engineer for 250-watt Midwest station. Must hold a Radio-telephone first license, and be capable of assuming complete responsibility for technical operations. Salary $60.00 per week. Enclose a snapshot, and complete information on experience and education. Box 543 BROADCASTING.

If you are a mail-pull announcer and want a position with a Midwest NBC station handling some of the better mail accounts here is an opportunity to secure a permanent position with opportunity for advancement. Applicant must be experienced in handling talent and ad-lib shows. All replies confidential. Write full information concerning background experience, draft status and salary expected to Box 558, BROADCASTING.

Wanted—First and third operators, local southern station with extensive post-war plans. Permanent positions. Give full details, references, etc. Box 562, BROADCASTING.

Operator, first-class license. Experience with Western Electric 5 KW, directional preferred. Permanent. Give experience. Draft status and salary requirements. Gene O'Fallon, KFEL, Denver, Colo.

Wanted—Engineer with first-class papers. Also an announcer. Give starting salary expected in first letter. Regular job. Contact Manager Radio Station WBRW, Welsh, West Virginia.

Educational station needs chief engineer, production manager and script editor by September 1st. Chief engineer must be experienced. Others, minimum of one year's experience. WNAD, Norman, Oklahoma.

Wanted—Experienced announcer who can handle news. Will consider training inexperienced man with possibilities. Excellent opportunity. Advise draft status and salary expected to start. WTJS, Jackson, Tenn.

Chief Engineer—State age, experience, qualifications and salary expected. WMIS, Natchez, Miss.

Wanted—Chief announcer for Texas. Blue-Mutual station. Send complete details immediately. Patt McDonald, Gen. Mgr., KPLT, Paris, Tex.

Thoroughly Good Deal—For two mail-pull announcers. Good pay. Non-defense area. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

5 KW Midwest NBC station has opening for experienced announcer capable handling newscasts as well as straight commercial. Applicant must be draft deferred. This is a permanent position with going concern under good management and with excellent post-war opportunity for advancement. Salary approximately $200 per month. Send transcription as well as letter with full information concerning background and experience to KSOO, Sioux Falls, South Dakota. All replies considered confidential.

Help Wanted (Cont'd)

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Chief Engineer for 250-watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

Wanted — Experienced announcer. News and ad-lib necessary. Location Ohio. Combined salary and extra. Consistently average better than $220. per month. Opportunities for advancement. Give complete details first letter. Box 563, BROADCASTING.

Assistant Farm Editor. To help present farm news, market and other agricultural broadcasts. Must be of high character. General knowledge of agriculture necessary. Farm background, agricultural college training and journalism experience desirable. Prefer midwestern man with family. Send qualifications, references, details of experience, picture, and if possible, voice transcription to Herb Plambeck, WHO, Des Moines, Iowa.

Situations Wanted

Do you need an experienced dramatic script writer with fresh ideas and unusual talent? Write Box 444, BROADCASTING.

Station Manager—Eleven years' experience all phases broadcasting. Excellent references, good record. Now employed. Available thirty to sixty days' notice. Prefer operating agreement with salary and bonus. Will give your station smooth operation with maximum profit. South or southeast preferred. Write Box 515, BROADCASTING.

Sports Announcer available—College graduate, (4F), now working key station regional network. Three years NBC, CBS, Blue. Proven ability all sports; exceptionally good football. Desire to locate in some collegiate sports center. Will go almost anywhere. Available three weeks. Box 541, BROADCASTING.

Announcer—Graduate of radio announcing school. Have had announcing experience, can be ready immediately. $40 a week. 4F. Photo and audition record available. Good references and recommendations. Box 542, BROADCASTING.

Position chief engineer 1 KW or over, or transmitter engineer 5 KW to 50 KW. 26, experienced construction, operation and 4F. Details first letter. Box 545, BROADCASTING.

Chief Engineer desires permanent position, will make good. Married, draft deferred. First phone, can get second telegraph. Prefer broadcast or aircraft. Reply Box 549, BROADCASTING.

Program Director—Assistant Manager, presently employed desires change to permanent connection with progressive local or regional station. Twelve years' experience in programming, traffic, production, public relation, promotion and management. Complete musical background. Family man. If you want a man that will produce, show results and give honest, courageous service in fulfilling his obligation and stick with you, write Box 550, BROADCASTING.

Program Director—Announcer. 8 years in radio; married, 4F; programming-announcing, all phases. Sober, talented. Salary $50 weekly. Box 551, BROADCASTING.

Program director, announcer-newscaster. Experienced, capable, reliable. Box 553, BROADCASTING.

Thoroughly experienced, dependable announcer-newscaster. Satisfaction guaranteed. Box 554, BROADCASTING.

Situations Wanted (Cont'd)

Seasoned newscaster available. Any location considered. Telephone nights. Reading 2-3106 (Pa.), or write Box 556, BROADCASTING.

Smart girl, with broadcasting and public relations experience wants new post. Box 557, BROADCASTING.

Chief Engineer desires change in South or Southwest. Over five years experience in construction and maintenance. Prefer station with living quarters. Box 560, BROADCASTING.

Program Director with musical background. Network experience. Available for interview at NAB convention. Box 561, BROADCASTING.

Experienced Sports Announcer—Baseball, football, basketball, boxing plus 50 KW staff exerience. Age 28, 4F. Will go anywhere. State salary. Room 625, Hotel Sharon, 227 W. 46th St., New York City.

Wanted to Buy

Wanted to buy either 250-, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

250-watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

Wanted: 1 KW transmitter, late model or old model capable of modernization; directional phasing and coupling equipment or parts for three element system; state details and price. Box 510, BROADCASTING.

Wanted to Buy—Have cash for 100- or 250-watt station. Any location considered. Box 533, BROADCASTING.

Cash for one frequency monitor and one modulation monitor for 250-watt station. Box 548, BROADCASTING.

Wanted—Any type vertical antenna Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Fairchild cutting turntable or what have you. Wire full particulars to WSAM, Saginaw, Michigan.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

FOR SALE—MIDWESTERN REGIONAL, FULL-TIME, PROFITABLE, EXCELLENT MARKET. STATE WHOM YOU REPRESENT, INDICATING ABILITY TO FINANCE. BOX 559, BROADCASTING.

For Sale—One 250-watt transmitter. FCC approved. Nathan Frank, Radio Station WCBT, Roanoke Rapids, N. C.

FOR SALE—250-WATT TRANSMITTER. COMPLETE WITH TUBES. AVAILABLE IMMEDIATELY. CALL, WIRE OR WRITE, JAMES DUFF, CHIEF ENGINEER, WITH, BALTIMORE, MD.

For Sale (Cont'd)

For Sale—250-watt late model broadcast transmitter. Cash. Box 552, BROADCASTING.

For Sale—Brand new five kilowatt broadcast transmitter. Military operations have made impractical install it at our station. What will you give for it? Box 555, BROADCASTING.

For Sale: Marconi B 100-Plate Modulator Type 88617. This modulator is capable of providing a high quality audio output in excess of 250 watts. Nearly new, in excellent condition. Box 539, BROADCASTING.

AUDIENCE PROMOTION MAN

Progressive Independent station N. Y. Metropolitan area has immediate vacancy for experienced promotion man capable of doing an outstanding job in programming and audience relations. Prefer man over 30 or draft exempt. Salary commensurate with ability. Write full details. Reply to Broadcasting, Box 564, 250 Park Ave., N. Y. C.

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BUY WAR BONDS

WBT-KFAB Deal Ordered Dismissed

Opposition of Several FCC Members to Plan Cited

OPPOSITION on the part of several Commissioners to portions of a deal whereby WBT Charlotte, N. C., would have been sold by CBS for approximately a half-million dollars to KFAB Broadcasting Co., Lincoln, Neb., and CBS in turn would have acquired 45% interest in the KFAB company, was reported last week as influencing a joint motion for dismissal without prejudice, which was granted [BROADCASTING, Aug. 7].

The Commission in June, however, granted technical aspects of the project whereby KFAB moves its frequency from the 780 kc channel to 1110 kc, same as WBT, thereby declaring the 780 kc channel for WBBM Chicago [BROADCASTING, June 12]. KFAB now synchronizes with WBBM. WJAG, Norfolk, Neb., operating limited time on 1090 kc, was given a construction permit to shift to limited time on 780 kc with WBBM. Commissioners C. J. Durr and Paul A. Walker dissented from the technical authorizations.

Question CBS' 45%

Other Commissioners are understood to have questioned the proposed financial arangements whereby ownership of the KFAB company would have been as follows: CBS 45%; Sidles Co. 27.5%; Star Printing Co. and State Journal Printing Co., Lincoln, each 13.75%. They felt, it was reported, that the network would have exerted control in the operations of both KFAB and WBT under the proposed agreement. Some of the Commissioners are said to have felt that the CBS interest in the KFAB company should have been no more than one-third.

Announcement of the proposed three-way project was made by the FCC Jan. 29 after principals in the transaction had conferred with Chairman James Lawrence Fly [BROADCASTING, Feb. 7]. Whether announced intentions of the House Select Committee to Investigate the FCC to probe thoroughly into station transfers had any bearing on Commission opposition to the proposed deal could not be ascertained, but it was learned that the proposed transaction was among those slated for official scanning by Committee investigators.

Withdrawal of the petition to transfer leaves CBS faced with the necessity of disposing of WBT otherwise under the FCC network monopoly regulations, which prohibits a network from owning facilities in other than key station cities or where other stations cannot acquire facilities in competition with the network-owned station. WBT is one of three stations serving Charlotte.

Meantime KFAB is going ahead with construction work for operation on 1110 kc with directional antenna.

INTERESTED executives of the Blue Network and Time Inc. peer intently at the television demonstration staged by WRGB Schenectady. Left to right are: Richard de Rochemont, producer of the March of Time motion pictures; Mark Woods, president of the Blue Network; Roy E. Larsen, president of Time Inc.; Chester J. LaRoche, chairman of the executive committee of the Blue; Robert S. Peare, vice-president of General Electric Co. in charge of advertising, publicity and radio. The three girls operate the controls from the projection booth.

Executives of Blue and 'Time' Witness WRGB Video and FM Demonstration

WRGB, the General Electric television station at Schenectady, N. Y., was host July 28-29 to 18 leading executives of the Blue Network and 5 officials of *Time* magazine when the guests witnessed a television and FM demonstration. The WRGB studios were turned over to the visitors while the regular Friday night program was given. Following the demonstration, talks on video programming were given by GE Vice-President Robert S. Peare and on video equipment by Vice-President W. R. G. Baker.

Many Attend

On Saturday the visitors were taken to the GE broadcasting station in South Schenectady, and later to the television and FM transmitters, located in the Helderberg mountains. Acting as host was Owen D. Young, chairman of the board of GE, along with Mr. Peare and Dr. Butler. The Blue Network delegation was headed by E. J. Noble, chairman of the board, and included Mark Woods, president; Edgard Kobak, executive vice-president; Chester J. La Roche, chairman of the executive committee; Phillips Carlin, vice-president in charge of programs; E. R. Borroff, vice-president in charge of the Chicago division; Keith Kiggins, vice-president in charge of stations; Robert Swezey, legal counsel and secretary; Charles E. Rynd, treasurer and assistant secretary; George Milne, chief engineer; Earle Anderson, F. S. Wood, members of the board; C. P. Jaeger, national sales manager; John H. Norton, stations manager; Benjamin Adler, Rene Brugnoni, facilities engineers, Frank Marx, technical engineering adviser; and M. L. Shoenfeld, assistant to Mr. Borroff.

From *Time* came Roy E. Larsen, president; Charles Stillman, vice-president and treasurer; James W. Pope, assistant to Mr. Stillman; Frank Norris, head of radio programs department; and Richard de Rochemont, poducer of "March of Time" motion pictures.

In addition to the representatives from the Blue Network and *Time* other guests were: Harold B. Johnson, publisher of the *Watertown Times*, and R. P. Noble, vice-president of Life Savers Corp.

From General Electric, in addition to Mr. Young, Mr. Peare, and Dr. Baker were: Paul Chamberlain, manager of sales, transmitter division of the electronics department; W. R. David, sales manager of broadcast equipment; J. D. McLean, television equipment sales in the transmitter division; W. J. Purcell, engineer in charge of broadcast operations; B. W. Cruger, assistant to Mr. Purcell; R. L. Gibson, assistant to Mr. Peare; C. D. Wagoner, news bureau; J. J. Farrell, engineer of the transmitter division; and C. A. Priest, manager of the transmitter division.

Drawn for BROADCASTING by Sid Hix

"Good Morning, Miss Nelson—I Heard You Wanted More Station Data!"

Civilian Receivers Put Under GMPR

REVOCATION OF the price schedule governing manufacturers' maximum prices for consumer radio receivers and phonographs and transfer of the articles to coverage by the regulation affecting most other consumers' durable goods, was announced by the OPA last week.

This transfer to coverage, which becomes effective Aug. 16, was made because previous regulation covering the articles (Revised Price Schedule 83) dealt only with price control problems that were acute in 1942 before civilian production was completely shut off, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio sets and phonographs.

Now that some manufacturers are contemplating resumption of civilian production at an undetermined date, OPA felt it necessary to provide a category into which new models could fit under the price ceilings. Placement of any future civilian sets under the General Maximum Price Regulation does this, according to the OPA.

Pending formation of an industry advisory committee to assist OPA in formulating a new specific regulation covering consumer type sets and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect. These are considered more adequately suited, the OPA believes, to pricing these articles than either Revised Price Schedule 83 or General Maximum Price Regulation. By this action, the OPA establishes what it believes is a satisfactory interim method for pricing any new models that may be manufactured.

An industry advisory committee meeting will be held sometime within the next 10 days to discuss all phases of the problem, the OPA revealed.

VEVAY, INDIANA . . . *"Spot of Earth"*

Calm, unhurried, quiescent, serene . . .
These are the words for Vevay,
Dozing in her rocker on Indiana's back porch,
Reliving, in reverie, the days of her youth.

Oh, those were days of gaiety,
When vineyards graced these rolling hills,
And their fine Swiss wine flowed from the casks
At old Swiss Inn,
To thrill the palates of distinguished pioneers;
Or, when the Chapmans brought their floating show
Downstream, a century ago;
Or when the old "Sensation" or the "Golden Rod"
Tied up at the landing, to regale the town
With feasts of song and stirring melodrama;
Or when folks came from miles around
To hear aristocratic Mary Wright's recitals every week.

But now, Vevay is growing old;
She loves to close her eyes and dream.
She wears her years with pleasant grace,
A homespun garment, woven of memories
As imperishable as the stone-walled ferry house
Which has withstood a century's floods;
As enduring as the stately sycamores,
Gleaming white along the river bank.

Here is a spot of earth so unimportant to the rest
That not a foot of railroad ever has been laid
In all of Switzerland County;
Yet immeasurably important to those who live here,
To hundreds fighting that they might come back,
And to us.

WLW

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